

MACLEAN'S

CANADA'S WEEKLY NEWSMAGAZINE | www.macleans.ca

JULY 19 2004

CAN SCIENCE GIVE YOU A BETTER SEX LIFE?

Drug companies claim two in five women are sexually dysfunctional. The hope—and hype—surrounding new treatments.

BY LIANNE
GEORGE



Am I
normal?

\$4.95

29



78624 70001 8



KNOW HOW: TO FORESEE NATURAL DISASTERS.

Disaster prevention Just one of the many benefits of remote sensing: the technology of monitoring the Earth's surface from satellites. As NASA prepared to launch its TERRA satellite in 1999, Canon was in charge of developing a telephoto lens

to be used on-board the satellite's Advanced Very High Resolution Radiometer (AVHRR). Using the same precision Canon developed an ultra-light telephoto with a large primary lens surface. As a result, images were

sharper and more detailed than ever before. Making the unpredictable a little more predictable. From looking down on Earth, to protecting, copying and taking photographs. Canon technology can help everywhere. To find out more, visit www.canon.ca

Canon
KNOW HOW™

CONTENTS

JULY 19 2006



16

Politics
SAVING DEMOCRACY The election had the lowest turnout yet. It's a call to action.

FEATURES

20

Business

PLYING THE PIRATES Napster has gone legit. So will the music biz embrace the Net?

24

Q&A

'CAR NUT' Record-setting long-distance driver Garry Sowerby's road stories.

27

Voicemail

SATURN CALLING Project scientist Linda Spilker on the Cassini space probe.

28

Cover

A BETTER SEX LIFE? Drug companies are searching for the magical female mojo pill.

36

History

UNBROKEN RECORD Canada's 2008 women's team set the gold standard.

38

Sports

FRESH FROM THE FARM The Blue Jays are pinning their hopes on minor-league talent.

40

Letter from Trieste

A REAL GRIND Canada's coffee champion wins silver at the World Barista Championship.

42

Film

A TOUCH OF CLASS Kyle MacLachlan channels Cary Grant in a dazzling comedy.

44

Essay

THE SECRET OF STUPIDITY For American idiots, nothing is as cool as playing dumb.



THE PM AND HIS FRIENDS

It takes different skills to run a campaign and a country. Does Paul Martin see that?

YEARS AGO, a politician I know was reflecting about whom to support in his party's upcoming leadership campaign. He listed one candidate in particular, but, he said, with one caveat: "He may be too nice for the job." What he means, he added, is that in order to be a successful prime minister, "you have to meet the job more than anything—and if you get it, be prepared to do anything to keep it." So, having established those criteria, he sup-

ported Jean Chrétien over Paul Martin in the 1990 race—because Martin seemed nicer.

There are all sorts of ways to define what makes for a "nice" person, but what can be said about Martin in that regard is that, as leader, he exemplifies the expression "loyal to a fault"—and in his case, his loyalty to old friends and supporters is a problem. As finance minister, he often considered friends and allies and encouraged conflicting views before arriving at decisions. But as PM, he appears to place personal loyalty ahead of all other criteria when deciding whom to promote and retain in key positions.

An interesting thing about Martin's brief tenure so far is that a lot of the toughest criticism comes from Liberals—including people who have been ministers for years. Early in the election campaign, when the party was tanking in the polls, I asked one Liberal who had good relations with both Martin and Chrétien whether he expected Martin to shake up his campaign team, as some people were urging him to do. "You know Paul," he said. "He never fires any one—he just keeps adding new people." The end result, of course, was a minority government with 37 lost seats that Chrétien won in the 1998 election—but based on Martin's actions so far, you don't get a sense that he thinks any of his people succeeded up last week. Jean Lapierre, who spearheaded the campaign that took the party from 37 seats in Quebec to 21, was rewarded by being reappointed Quebec lieutenant. And the appointments to cabinet and the Prime Minister's Office that the PM will soon announce are expected to dislodge many of the same old faithful crew.

Brian Mulroney used to quote the old line, "Don't dance with the one that bring you," as the rationale for including close

friends in his inner circle. But he came to understand that the abilities needed to run a high-pressure leadership campaign are a different skill set than those required to run government for a country. So, after the old friends who first accompanied him to the PMO moved on, they were replaced by

“You know Paul,” the Liberal said. “He never fires anyone—he just keeps adding new people.”

professional bureaucrats with CVs better suited to the complexities of a PM's office. So far, Martin's still discussing with the people who bring him—and shouting at some people who might better serve him and the country. Martin to the PM, the question that made for good friends didn't always make for good advisors—or prime ministers.

Two men (plus one) in last week's race, I made the late American publication *Time* (CN) into a winner—when, as readers pointed out, he was speaker of the U.S. House of Representatives. And while we were delighted to exempt Douglas Coupland's new book, *Six years of Canada 2*, in our July 1 issue, we were reminded not to mention it if published by Douglas & McIntyre (on sale in book stores for \$29.99). Apologies on both counts.

Anthony Wilson-Smith

regina@maclean.ca in comment on The Editor's letter

MACLEAN'S

Editor:
Anthony Wilson-Smith

Executive Editor:
Michael Ondaatje

Managing Editor:
John G. Maclean

Art Director:
John G. Maclean

Advertising Manager:
John G. Maclean

Production Manager:
John G. Maclean

Business Development:
John G. Maclean

Marketing:
John G. Maclean

Finance:
John G. Maclean

Legal:
John G. Maclean

Human Resources:
John G. Maclean

IT:
John G. Maclean

Facilities:
John G. Maclean

Security:
John G. Maclean

Public Relations:
John G. Maclean

Special Projects:
John G. Maclean

Graphic Design:
John G. Maclean

Photography:
John G. Maclean

Illustration:
John G. Maclean

Video Production:
John G. Maclean

Audio Production:
John G. Maclean

Translation:
John G. Maclean

Interpretation:
John G. Maclean

Research:
John G. Maclean

Writing:
John G. Maclean

Editing:
John G. Maclean

Proofreading:
John G. Maclean

Typesetting:
John G. Maclean

Printing:
John G. Maclean

Distribution:
John G. Maclean

Subscription:
John G. Maclean

Art Director:
John G. Maclean

Managing Editor:
John G. Maclean

Executive Editor:
John G. Maclean

Editor:
John G. Maclean

Business Development:
John G. Maclean

Marketing:
John G. Maclean

Finance:
John G. Maclean

Legal:
John G. Maclean

Human Resources:
John G. Maclean

IT:
John G. Maclean

Facilities:
John G. Maclean

Security:
John G. Maclean

Public Relations:
John G. Maclean

Special Projects:
John G. Maclean

Graphic Design:
John G. Maclean

Photography:
John G. Maclean

Illustration:
John G. Maclean

Video Production:
John G. Maclean

Audio Production:
John G. Maclean

Translation:
John G. Maclean

Interpretation:
John G. Maclean

Research:
John G. Maclean

Writing:
John G. Maclean

Editing:
John G. Maclean

Proofreading:
John G. Maclean

Typesetting:
John G. Maclean

Printing:
John G. Maclean

Distribution:
John G. Maclean

Subscription:
John G. Maclean

Advertising:
John G. Maclean

Production:
John G. Maclean

Cialis
ASK YOUR DOCTOR

CIALIS *is* **HERE.**



"The Liberals have been given a reprieve, not a pardon. Prime Minister Paul Martin now has a second chance to get it right." —Bruce Newman, Ottawa

Voter reaction

I just picked up your June 21 edition and could not believe the cover, which had a photo of Paul Martin and a caption that said "Going, going... gone." You guys look pretty stupid now. I thought the news was just to give people the facts. Now that the Liberals won, your credibility as a national magazine is out the window.

Sam Pether, Burnsville, Ont.

I was pleasantly surprised to see the Liberals win so many seats. I voted by mail-in ballot as did many expats here in Australia where there is a government that has snuffed the social safety net in the name of tax cuts. Prime Minister John Howard recently outlawed same-sex marriages and has prohibited (and some say coerced) from adopting children from overseas (they would have outlasted some sex-advocate altogether, except in sexual adaptation is a state, not a federal responsibility). As a Canadian who values equal rights, I find the views shared by Howard and Stephen Harper very disturbing. We'll damn Canada for keeping some of our reputation as a progressive, socially responsible nation.

Andrew Mitchell, Melbourne, Australia

I live in Ontario and, yes, I voted Liberal this time. Much work must be done by the Conservatives in order to win my vote. Their biggest challenge is to represent all of Canada. Placing a regional agenda first and centre will continue to lose the Liberals the East, and the Liberals will keep losing the West unless and I would like that to happen, too, but don't expect Ontario, Quebec and the Atlantic provinces to give up their place at the table.

Geri Collins, Toronto

We have a flawed discourse when only 60.5 per cent of eligible voters vote. Voting is a privilege that many in other countries would die for. And we have a flawed electoral system, when 36.8 per cent of the popular vote results in 135 seats for the Liberals rather than a proportional 113. It



should be possible to design a system where seats are allocated in accordance with the percentage of the popular vote. Otherwise, we will continue to have non-representative governments.

Thomas Mazzuch, Toronto

I really have only one comment about the Liberal victory: what in the world do these people have to do to get themselves thrown out of power?

Andrew Daglish, Chateaufort, Calif.

Language debates

I could not agree more with Francis Chik's essay "The Road to Montreal" (July 1). As someone with a moderate ability in

French, I feel very proud about Canada's diverse bilingual heritage and identity and want the culture expressed by our two official languages to flourish. I was greatly concerned in the recent election campaign by comments about bilingualism that lacked such a vision, but instead would see the two cultures homogenized. I hope that our politicians and educators will heed Chik's call for more exchanges and courses to help us to learn and to deeply value each other's culture. It would be a simple but powerful way to bridge the unfortunate divide.

Helen NiederSpick, Toronto

A bilingual Canada isn't something we should aspire to tolerate. It should be something to celebrate.

David Gledhill, Vancouver, B.C.

"True bilingualism comes from a regional mixing of two cultures, such as has happened in New Brunswick and Quebec. Northern Ontario is well on its way, but west of Ontario we simply do not have the numbers to make it fair play for both. The provinces west of Ontario have an average French Canadian population of under 2.5 per cent."

57 Kuperle, Toronto, B.C.

Babes with bellies

The reason why beer companies have problems attracting female customers is simple. It's the inevitable beer belly ("Babes in beerland," Marketing, July 1). What women would wish to appear permanently pregnant?

Roger Webster-Taylor, Ottawa

"Babes in beerland" underlines the highly male oriented positioning of most major Canadian beer brands. However, the article contains an inaccuracy. Michael Palmer, a Toronto-based beer analyst, is quoted as saying that marketing to women "began to happen in Coors Light a few years back when the company tried women-friendly commercials. It has never been anywhere." Ana Foster, manager of Coors Light in Canada, I can confirm Palmer's observation that Coors Light had a positioning that was gender neutral compared to other popular Canadian beer brands. But to say that it never "went anywhere" is incorrect. With gender-neutral positioning, Coors Light grew from

**Thanks to you,
the biggest winner was the kids.**

Altamira Investment Services would like to thank you for making the Altamira Charity Challenge one of Canada's largest golf charity fundraisers with over \$4.5 million raised so far.

MACLEAN'S

SHERRA'S
INVESTMENT
SERVICES

ROGERS

Altamira
INVESTMENT SERVICES

being a minor leaved brand to being Canada's leading light beer and one of Canada's largest beer brands in the early '90s.

David Schreiner, Fort Belknap, France

Brothers in arms

Peter Mandelberg reminds us of how Canadians were encouraged to keep going forward during the D-Day invasion, regardless of who was falling on either side ("What is a Canadian," Mandelberg on the Record, July 1). Let us never forget that British Commonwealth soldiers alongside Atlantic Canadian Quebecers died alongside men from the Poitines. Now, we live in a time when we complain about the country. Now forward feels it's being shoved at us, the West feels alienated and some in Quebec want to leave Canada altogether. It's time for Canadians to wake up and see how good we've really got it. We need to stop fighting each other and work together to ensure that the Canada our forefathers fought and died for continues to exist for our children and grandchildren. Dave Collins, Essex, Ont.

More lost years ahead

Unfortunately, except in times of real emergencies, our governments of all political stripes look first to the military budget when they need to save money ("After the army left," Ten Last Years, July 1). Although I never served in Ch12week, my late brother-in-law did, and he always announced it was one of the best training facilities he had in Canada. When it comes to national defence, our politicians sure stop looking to our military as their first source of funds when they have financial problems. William Stewart, Whistler, Ont.

Honouring Terry

I'm now serving with the United Nations Forces in Haiti as part of the Canadian contingent and have just read "Canada's True Hero" by Douglas Coupland (Tribune, July 1). When I travel in this impoverished country and see the pain and suffering that goes on, I think of how well we, as a nation, etc. I also think about how proud I am to be part of a Canada that cares about others, like Terry did. I see people every day do heroic things, but the one who leads here, the one who beats them all, the one who led by example is Terry Fox. Your article made me



"The Mountain of Hope still represents everything that is great about Canada and Canadians"

appreciate who I am and where I come from. Cliff, Sherbrooke, Port au Prince, Haiti.

Douglas Coupland's article on Terry Fox was perhaps the best description of what it means to be proud of this great country of ours. The Mountain of Hope still represents everything that is great about Canada and Canadians. Brian Galt, Victoria

I agree with Douglas Coupland when he stated, "There's not a soul in the land who could find anything but pride and goodwill towards the man's memory." However, I was a bit guarded at the end of the article to see illustrations of a goose, a snowdrift, some hockey sticks and labels of cooking spices under the heading "Icons of Canada." Terry Fox is indeed a hero and a source of courage, determination and all things good in Canadian values. Including those other so-called icons detracted from Coupland's well-written tribute. David MacCollum, Charlottetown

Kudos

Thank you for your reminder on July 1 Canada Day publication. It was the magazine's best issue in a while because it hit home in so many

places. Douglas Coupland's "Canada's true hero" made me cry. "Honour Roll 2004" was inspiring, and your various writers summing up our federal election campaign concerned with how I felt about it—positive and glitzy. Jo Anne Carter, Prince George, B.C.

This year's Honour Roll (July 1) started with Ingrid Marj, whom I had a chance to meet at a conference in Washington earlier this year. As you mentioned in the article, she is a woman, a Muslim and a lesbian. I would suggest that you can throw away all the stereotypes that flow from any of those things. She is first and foremost a person and unbiased for Canada. She espouses tolerance of religion, lifestyle and beliefs. She is self-empowered, charismatic, dynamic and humble. I saw her deliver a speech as a Canadian Muslim/Arabian to a group of conservative Jewish Americans, and the standing ovation she received was on for many minutes. Surely, if every person can have such an impact, we as a nation, if committed, should be able to achieve great things. James Brown, Whistler, Ont.

OUR MISTAKES

In a July 12 story about economy government, we regret referring to Premier Charest cabinet minister Ian Scott as having died. In the same issue, we also incorrectly said Abbottford MP Randy White represented North Vancouver.

LOU LOU

YOUR PERSONAL SHOPPER



Every issue of **LOU LOU** is filled with tons of clothes, loads of shoes, bags and accessories, and codes of beauty products and cosmetics. **PLUS** we'll tell you how to fit them in Canada!

Try it on for size!

Reserve your **FREE** issue **NOW!**

Free issue offer

Reserve your **FREE** issue of **LOU LOU: YOUR PERSONAL SHOPPER** if you let us tell you how to fit them in Canada! (For a total of 10 issues) for just \$9.99 (plus tax). That's a **SAVINGS OF 75% off** the newsstand price!

NO RISK OFFER: If you like your first issue of **LOU LOU**, you will continue to subscribe. Otherwise you'll return our bill marked "no thanks" - the **FREE** issue is yours to keep - your risk is \$0.00.

ORDER NOW!

www.loulomagazine.com/freeissue

1.877.968.1663

QUOTE: JAF430640

First issue published in August 2004
Only valid in Canada only
until December 31, 2004

ROGERS

FORGET BEAVERTAILS AND POUTINE



DISCOVER TRUE CANADIAN CUISINE IN MACLEAN'S SPECIAL DOUBLE ISSUE

We take a look at Canada's beer and wine industries. Plus, the growth in high end prepared food, boutique produce and organics, including a recipe segment

On sale July 26
Available at fine magazine
retailers everywhere.

MACLEAN'S



MACLEAN'S BEHIND THE SCENES



Female sexual dysfunction. "Some experts say more than 40 per cent of women suffer from it. I found the number so shocking it made me want to take a peek behind the curtain," says *Maclean's* associate editor Lianne George (above), whose candour about social patterns and popular culture sparked a desire to write this week's cover story. "That number would lead us to believe that we're in some sort of sexual crisis—but are we really?"

George first heard that figure at a presentation on women's sexuality. Though the educational breakfast featured medical experts, she later learned that a major corporation sponsored the session. "Female sexual dysfunction isn't necessarily a new term, but when a medical condition so heavily backed by industry begins to emerge as a topic in everyday discourse, the intelligent—and responsible—thing to do is to examine it."

Since joining *Maclean's* in March, George has demonstrated her skill at taking common topics and presenting them to readers in fresh and unexpected ways—free understanding why beer is primarily marketed to men to reintroducing Canadians to k. d. lang.

George, 27, has previously worked as an assistant editor at *Shift* and *Saturday Night*, as senior editor at *ELLE Canada*, and as an Arts and Life reporter at the *National Post*. She's written extensively for magazines ranging from *Azore* to *De Route*. "Lianne has both a wide range of interests and a strong desire to always learn more about any topic that interests her—and those are exactly the qualities you want most in a journalist," says *Maclean's* editor Anthony Wilson-Smith.

For this week's cover story, George says she couldn't help but ask herself: If there's no consensus on what's "normal" or "functional" in the first place, how can we establish a dysfunction?

It's a story readers shouldn't miss. Says George: "If we're going to eventually be told to put drugs in our bodies or patches on our skin to take care of a dysfunction, it's important to ensure the validity of that dysfunction."

For further information about this article, contact behindthescreens@maclean.ca.

UPFRONT

Mansbridge on the Record 12 | Janigan on the Issues 15 | Passages 15



Africa | In Sudan, must the world just watch?

It's the worst humanitarian crisis in the world right now: more than a million Africans uprooted from their homes in Sudan and forced into makeshift camps, tens of thousands killed and raped along the way, their farms and villages burned. And yet the powers that be seem powerless to act.

Yes, both U.S. Secretary of State Colin Powell and UN Secretary General Kofi Annan visited the refugee camps in the desolate border province of Darfur recently, to wag a big finger at the government in Khartoum (former base of one Osama bin Laden). And African Union countries have made plans to send in 300 troops by the end of July. But Sudan is worried its neighbours might take over its oil business, while at the same time trying to dissuade the United Nations from imposing

Sudanese women queue for rations at the Kalima refugee camp in Darfur, near the border with Chad.

new sanctions—fearing that they would trigger a re-averting of civil war.

And so, what amounts to a year-long genocidal campaign to push black Sudanese from their homes continues apace. The perpetrators: marauding Arab militia aligned with Khartoum. The beneficiaries: Arab villagers moving in. Adding to the problem: the rainy season that's about to begin will further exacerbate groups at risk: race and malnutrition (due to drought) and crops. Aid experts predict a best case scenario of 200,000 deaths, but only if the world acts soon—which it's not doing.

Quote of the week | "I hope somebody reads the reprimand word for word to that remorseless prick because I don't think he would read it."

Sgt. SCOTT FORD on the U.S. pilot who killed four Canadians and wounded eight, including Ford, in Afghanistan

ScoreCard



University of New Brunswick takes language police action for seeking to ban kindergartners from English immersion programs because guide dog only understands commands in English. Students after victory, pardon dog's French.



DIANA'S FOUNTAIN Critics denounce the princess's vanity: own-budget London memorial because it resembles a slave way for master runoff. Still, the kids like it. The Queen made nice, and thankfully no one thought to include a candle in the wind.



INQUIRIES Syria reflects recent from Canadian inquiry to explain exactly how Ottawa man Maher Arar ended up in one of its jails, where he says he was tortured. Good thing U.S. north has a new inquiry counsel to enjoy he intends to ask again.



JEAN LAPIERRE Pickle Festival, who defied Lids for 100 years ago only to return for recent election, stays on as Paul Martin's Quebec lieutenant. Illuminated Quebec Grits wanted Lapierre's head: instead, they're stuck with all of him—to do combat to PM.

Mansbridge on the Record



HARPER THEN AND NOW

The Conservative leader impressed everyone. Then came the final 14 days.

DURING THE 1997 election campaign, some of us thought it would be interesting to put together a different kind of political panel. The plan was to avoid the usual partisan panel, which often turns into a predictable show-biz. Instead, we would seek to give voters candid insights into how a certain politician—why leadership things, where dangers lie for would-be prime ministers, and what can be done to avoid misadventure. We invited former Ontario premier David Peterson, pollster Allan Gregg and high-powered TV news executive Brian McQueen to take part. We also invited Stephen Harper, then president of the National Citizens Coalition, and former Reform member of Parliament. As he had hoped, the format modestly defused all past loquacity, and often gave the kind of advance course in campaign politics some political science classes only dream of. Harper shone—in the quiet way, after one broadcast, a garnish of a different political aspie said, in effect, “He’s good, he’s very good.”

I’ve been thinking about that 1997 experience because the Stephen Harper I saw in the final two weeks of this year’s campaign didn’t seem the same as the man who offered those political pointers seven years ago. It’s one of the great irony

“Some analysts suggest that Harper never really expected to win this time—that he preferred a two-step approach.”

of not just winning, but getting a majority. Then, when his party headquarters issued a press release suggesting Martin supported child pornography, Harper quickly had the document killed—but refused to apologize. For the statement, which just kept the issue alive. Next came the Ralph Klein affair, and Harper’s reluctance to weigh in against the controversial health care proposals handed in by the Alberta premier. That was followed by MP Randy White’s courageous how often the so-called notwithstanding clause in the Constitution might be used, and finally Harper dismissed the press from White’s concerns, but questions lingered. And on the last day of the campaign, while the big battle was being fought in Ontario, Harper was on a bus between Calgary and Edmonton with a new theme—an era of “western power” was about to dawn.

In the first three weeks of the campaign, Harper brushed off criticism by some pundits with ease, and never seemed to show off his frustration. But things seemed different in the home stretch. It felt to speculation about why. Some analysts suggest the Conservative leader never really expected to win—that he’d prefer a two-step approach by which he’d begin the breakthrough in Ontario this year (as he did), but would still contend in a party boss of a merger between better enemies (as he’s tried to do), and go for the win next time (as he has tried). After all, the theory goes, were the Conservatives ready to govern? It’s a conspiracy theory, and one that’s hard to believe. But if you do, consider this quote from one of those old 1997 broadcasts, when Harper was asked about the best way to wind up an election. “The most important thing to avoid is any sudden change of strategy in the closing days of the campaign, any sudden deviations.”

Peter Mansbridge is Chief Correspondent of CBC in Toronto News and Anchor of The National. To comment: 1080mans@cbc.ca

FaceTime

Heartfelt Friends and best wishes poured in from almost every religious and ethnic group imaginable. But Governor Ryan Popat, the 50-year-old Afghan boy admitted to Canada on a mission of mercy, is going to feel more than just love and comfort. Doctors at the Ottawa children’s hospital say Popat’s condition is more



serious than was first thought—three of his four heart valves have been severely damaged, possibly by rheumatic fever—and he is too weak right now to undergo life-saving surgery.



Stripper

For almost two years the L.A. Stripper was accused of ecstasy whenever turbo Vancouverite David Goggin reached in from the balcony with the game on the line. Alas, his remarkable case took a turn of 14 come down from the balcony with the game on the line. Alas, his remarkable case took a turn of 14 come down from the balcony with the game on the line. Alas, his remarkable case took a turn of 14 come down from the balcony with the game on the line.

OnSpec

Tin for tin? Given its strong aversion to anything Liberal, it was hard to imagine the *Western*’s first newspaper giving its election endorsement to anyone but Stephen Harper. Still, the paper is owned by Winnipeg’s Asper family, long-time Liberals, and some right-winged Grits

WORLD

IRAQ The new government said it wants to offer amnesty to insurgents, save for terrorist magicians, and also give itself the power to impose martial law. The current and stock approach, however, failed to impress as the new security law was being announced, which launched day-light attacks in Baghdad, including rockets targeting the home of Prime Minister Iyad Allawi.

A scolding report from a bipartisan U.S. Senate committee found that the key justifications for the war on Iraq—that Saddam had chemical and biological weapons and was building a nuclear arsenal—were based on false or overstated CIA analyses and “group think” assumptions.

PRISONERS The New York Times reported that William Sampson, the Canadian who was imprisoned in Saudi Arabia for 2½ years on questionable murder charges, was released last year along with five firms and a Belgian because of a deal with the U.S. to free five Saudi terror suspects held at the Guantanamo Bay detention camp. The governments involved refused to comment.

DEMOCRATS After months of speculation, presidential contender John Kerry pulled

his running mate—John Edwards, the first-term North Carolina senator and tele-evangelist former trial lawyer who gave Kerry the biggest run for his money in the Democratic primary. Edwards will likely bring some much-needed personality to the Kerry campaign.

CHILD ABUSE The Catholic archdiocese in Portland, Ore., became the first in the U.S. to file bankruptcy—a move to protect church property in anticipation of huge damage awards in sexual abuse cases. The filing came at the onset of a civil suit in which a now-deceased priest accused of molesting more than 50 boys in the 1980s.

PRESIDENTS Susilo Bambang Yudhoyono, the rising general who has been trying to soften his image by crossing pop songs at campaign stops, took the lead in Indonesia’s presidential election. The runoff vote will take place in two months.

Meanwhile in Mexico, blamed in the governing role forced President Vicente Fox

to declare that his wife Maria Schuglin has no plans to run for the presidency when his tenure ends in 2006. His former press secretary and the face of a highly visible charity, Schuglin is seen by some as Mexico’s Hillary Rodham Clinton.

ISRAEL In a 14-1 decision, the U.N.’s highest judicial body, the International Court of Justice, ruled Israel’s controversial West Bank wall violates international law and must be torn down. Israeli courts have also criticized parts of the wall as an infringement on ordinary Palestinians. But the Shaviv government said it has no intention of complying until Palestinian attacks end.

CEOS IN CLUTS Enron Corp. founder Kenneth Lay, a close friend of President George W. Bush, is the latest former CEO to be charged with criminal fraud, in his case for the spectacular collapse of the giant energy trader three years ago.

PNGWIS A London-based human rights group says it has evidence that soldiers in the Democratic Republic of Congo are trying to systematically exterminate the estimated 600,000 pygmies living in the dense forests. It asked the International Criminal Court in The Hague to investigate.



NATURE LOVERS

For those who like their bird with a shot of adrenalin, there is the new 4th edition of the book in the series, *Spies*. The 125-in. book takes place every morning at 11 for night birds. This year’s opening run on July 7 had added excitement—allegedly politicians’ threats to the previous night’s rule.

HEALTH | SCIENCE

HEART ATTACKS Vancouver's top two hospitals missed the signs of heart attacks or angina in 5.3 per cent of those who, during one 10-month span, turned up at emergency with chest pain—about twice the “miss” rate in the U.S., according to a study in the Canadian Medical Association Journal.

SKIN CANCER Ottawa has approved a new treatment for precancerous skin lesions, a condition that affects about one million Canadians. Now they can use a topical cream called Aldara that triggers the body's immune system to find and kill the irritated cells. Until now, dermatologists have had to cut out or freeze lesions, which are often painful procedures.

AIDS Worldwide, 36 million people are infected with the AIDS virus, the UN reported, down from the 40-million estimate made last fall. However, the disease is spreading much more rapidly than thought through the heavily populated areas of China, Indonesia and Vietnam.

CANADA

FAMILY VIOLENCE Family members convicted of violent crimes against spouses, children or aging parents were much less likely to get prison terms than unrelated offenders, a four-year Statistics Canada study found.

TIM DOLANIAN



NO FRIENDLY FIRE

In monetary terms, the penalty was a joke. After an administrative hearing, U.S. fighter pilot Maj. Harry Schmidt, who dropped a 227-kg bomb on Canadian troops in Afghanistan at April 2002, killing four and wounding eight, was barred from flying and given the maximum fine—\$555,5672, which works out to \$2.11 for each of the lives lost. But presiding U.S. Lt.-Gen. Bruce Carlson pulled no punches in his reprimand: Schmidt's actions that night “disparaged a direct action” and were shameful, arrogant and a dereliction of duty. As well, Carlson said he was outraged Schmidt tried to portray himself as a victim of the disciplinary process, and he showed no little remorse for some of the Canadian families affected, the harsh rebuke helped to ease a page. Others couldn't get over the meagre penalty. And Schmidt himself is appealing the finding—and suing the U.S. Air Force for invading his privacy by releasing the reprimand—yet it may well signify his earlier call to have criminal charges dropped.



The exception is individuals convicted of sexually abusing their children. But for sexual assault, for example, spouses received prison sentences in 28 per cent of cases, versus 36 per cent for non-family members.

Ottawa took particular notice of the case because they appeared a day after an Ottawa judge sentenced a pair of adoptive parents to nine months in jail for keeping their two terrified boys, now 17 and 18, in locked cribs held together like cages, and sometimes in chains, over the course of 13 years.

LABOUR In a portrait of possible labour strife to come, the B.C. Court of Appeal upheld the province's right to contract out health-care jobs that were protected by collective agreements until contract-breaking legislation was adopted three years ago.

In Alberta, meanwhile, negotiations for an unprecedented 10-year teachers' contract fell apart, with both sides unsure of how to proceed next. The province was offering to pay off the teachers' nearly \$2-billion pension liability for a decade of labour peace.

MISSING Regina police began a wide-ranging search for a native, five-year-old Native girl, Theresa Jewell Koppens, who disappeared from her home in the city area. Theresa went to bed, in a house full of siblings, and couldn't be found the next day.



PLACING Former NDP MP Sverre Robinson will plead guilty next month to stealing an expensive ring from an auction house in what he described as a “moment of utter irrationality.” His lawyer told.

MINORITY GOVERNMENT The new election financing law, which rewards parties on the basis of votes polled, has the Liberals and Conservatives retreating hefty advances—and getting less to run on come time—because they were fewer seats than expected. That likely means no quick election.

FOREST FIRES Nearly 50 gold mines in the Klondike were evacuated in a forest fire raged through the tender dry Yukon and Alaska. Some 300 fires in British Columbia, meanwhile, were considered under control, but experts warned that the province's normally lush rain forest was the driest it has been in 400 years.

Mary Janigan | ON THE ISSUES



TICKING TIME BOMBS

Committees could derail the minority Liberals—or make Ottawa work for us

FOR the governing Liberals, this was so very young last February when they embarked their lofty scheme to reform Parliament. In a news release of grandiloquent prose peppered with big jargon, they promised to ensure fuller scrutiny of government spending, better liaison between cabinet ministers and ordinary MPs, and higher professionalism for Commons committees. In reality, the changes were more cosmetic than real: when the government wanted to end committee hearings (due to the sponsorship scandal), Liberal MPs obediently used their majority to stop the inquiry. The scheme looked serene.

That was then. These days, setting in a minority position, the Liberals may have to swallow more democracy than they ever imagined. And, unlike previous minority governments that saw ministers suffer more per cent of disapproval of parliamentarians than the way a crucial step of the legislative process works. During past minority governments, only two or three committees of MPs—which sometimes held meetings before the first vote—met at any one time. And government decisions regularly constrained their investigative scope. There are now 19 Commons committees. And, since 1983, their mandate is no longer limited: committees can now decide when they will meet and what they will probe.

There's always will when there was no party discipline means that legislative amendments were adopted only if non-party members wanted them. Now, in Paul Martin's government, the Liberal government—both also a lot more fun and challenge for ordinary MPs.

And the same deals with other parties on individual bills to ensure free passage in the commonsense of committee work, on position MPs may bind together, find common ground and vote for embarrassing amendments. One MP may even join them.

The government will find it hard to keep track of every committee. That trouble will be compounded by the fact that, before Parliament dissolved for the election, before cabinet members were approved (early Dec. 31), Commons must now scrutinize each department's estimates for the rest of 2004-2005. What happens if a question or vote on this funds in a way the government doesn't want? This is largely unknown turf since life changes in 1998 that first saw estimates to committees, only two committees have ever dared to avoid them (The Liberals managed to handle those setbacks).

All of this means big trouble for the government. And for many fun and challenges for all ordinary MPs. Paul Martin wants to prove his majority can accomplish “great things.” That may be. But he must renew his cautious optimism as a few more—because everything will slow down. Ministers will devote a lot more time to committee hearings, listening MPs. Those MPs, in turn, will consult their caucuses about almost everything. “You have got to negotiate carefully,” warns Debelt, “and respectfully.”

On the other hand, nobody wants to run elections under the new arcane party financing law. The Tories and Liberals now owe money to Ottawa because they requested advances before the election that their subsequent choice of the popular vote did not meet. So maybe this Parliament will creep along nicely. And maybe ordinary MPs will come to realize the chance to make a real difference. They just may find a way to make Ottawa work. For us.

Mary Janigan is a political and policy writer. mary.janigan@edmontonjournal.com

Passages

DIED Best known for supplying dining partner Don Gony in the 1980s, Nancy Williams, an NDP municipal councillor turned Liberal MLA, was a force in Edmonton politics for 25 years—also the first woman to serve as mayor of the city. A paraplegic because of a 1964 industrial accident, Williams died of a disability-related infection in a London at 53.

WON Calgary golfer Stephen Ames, 60, won his first PGA tournament, the Western Open in London, 11 The Trinidad-born Ames has won three international tournaments over the years, but had never finished higher than third on the prestigious PGA tour.

DIED Fighter ace Hugh Trainor, who shot down 30 enemy aircraft during the Second World War, died at his home in Stratford, Ont., at 87. One of Canada's most decorated war heroes, Trainor was shot down and captured twice during the war. He escaped the first time, but spent the final year of the war in a POW.

LIVING Vancouver born actor James Doohan, who played the enterprising engineer Scotty on Star Trek, is in the early stages of Alzheimer's, a son confirmed. Doohan, 84, who lives in Richmond, Wash., has been suffering from Parkinson's, as well as other ailments that resulted from chemical exposure he endured as a Second World War soldier.

IDENTIFIED The RCMP confirmed that the human remains found in the woods of central Nova Scotia were those of William MacDonald. The 87-year-old MacDonald, born in 1917, was the son of a farmer of Gully Lake had lived alone in the bush for almost 60 years after prying off a troop train bound for Halifax in 1945. Nearly 100 people attended his memorial service.



SAVING DEMOCRACY

The recent federal election featured the lowest voter turnout yet. It's a call to action, writes JOHN GEDDES.

BACK IN THE FIRST WEEK of the federal election campaign, Liberal MP Paul Macklin was doing some door-to-door canvassing in Cobourg, Ont., when Laura Chamberlain, 18, answered the bell at a comfortable house in an upscale subdivision. She explained that her parents were out, but, when asked, she herself would enough to vote. That prompted Macklin to inquire about whether she had any intention of actually doing so. "Of course," she replied. "Real life?" Macklin said, sounding more than a touch intrigued. "Do you mind if I ask why?" "It's just nothing's lost," she said. "Because it's my right." So the candidate made his plea for support, pressed a pamphlet into her hand, and smiled off to the next front porch with a little extra spring in his step.

If only this were a typical encounter between a politician and a young adult. In fact, Macklin, who held his Northumberland-Quebec West riding on election day, had every reason to see up Chamberlain as an unlikely voter: only about one in five of her peers in their late teens and early 20s bother to mark a ballot. That level of apathy deeply worries just about everybody who's interested in the future of Canadian democracy. And the disengaging youth participation rate is only the worst part of a generally dismal picture. Overall, voter turnout on June 28 was lower than in any federal election since John A. Macdonald's triumph in the decline on in 1867. Elections Canada's preliminary figures showed 68.5 per cent of eligible voters made their way out to the polling stations, down from the previous low of 68.2 per cent, and, in 2000, A. recently as 69.6, not even was 77 per cent.

It could have been worse. Based on the downward trend in recent elections, University of Toronto political science professor Larry Lédard, who has co-authored several reports on the issue, had predicted just 58 per cent turnout for this vote. Lédard credits the unusually high rate with having some

less than dominant drivers away from their TVs and her began, particularly in Ontario and British Columbia. So this is what passes for upbeat news about Canadian democracy today: the most exciting national campaign in recent memory succeeded in slowing the slide in turnout—but didn't prevent it from dropping to an all-time low. No wonder there are some calls for reforms aimed at restoring the public's sense that representative government matters. A stretch of minority Liberal rule should temporarily shake up the federal status quo enough to spark some renewed interest. The question is whether the more lasting changes being urged by many will finally happen—and will they make much difference?

The most discussed idea fall into three main areas: making voting matter more, making ordinary MPs and provincial legislators more powerful and accountable, and making the democratic process more accessible to youth. Taken together, it sounds sweeping, but the various initiatives in the provinces

THE LEVEL of apathy concerns everyone who is interested in the future of our political system.

and Ottawa are uncoordinated—and it's not clear which will yield real results. One common thread, though, is debate over proportional representation—an electoral system that awards parties seats based on their share of the total vote, not just when they place first in a constituency. Those who favour introducing proportional representation, or PR, as it is sometimes called, say it would go a long way to making every vote count. The Law Commission of Canada tabled the most fully fleshed out Canadian PR proposal on March 31, a blueprint that

would give small parties more House seats, and make it harder for a single party to dominate a region.

The commission, an independent federal agency that reports on law reform issues to Parliament, is calling for a "mixed member proportional" system. Two-thirds of MPs would win their seats the way they do now, in so-called first past the post races in their ridings. The other third would be a new breed of MP, chosen to represent their province or territory based on the percentage of the vote their party got. Voters would be asked to choose twice on the same ballot, once for the MP who would represent their constituency, and a second time for their pick in the PR election. Commission president Nathalie Des Rosiers acknowledges such a shift would be more complex than Canadian voters are used to, but she argues they would soon get the hang of it. "Canadians understand some very complex rules in hockey pools," she says.

Des Rosiers says the advantages of this sort of mixed system are too compelling to ignore. There would still be local representation. But parties would gain PR seats in provinces where they now elect few or no MPs—think more Liberals from Alberta, some Tories from Quebec—so the House would become less regionally split. At the same time, smaller parties, especially the NDP, would see their seat totals rise to near or even their share of the total vote, while struggling newer parties, such as the Greens, would find a place at the political group-up table sooner. The wider range of MPs would mean more voters would see their preferences reflected in Parliament. That would also lead to more majority results—producing predictable winners inside the party most accustomed to winning minorities. "In the Liberal party," says Des Rosiers, "I think the fear of minority government runs deep."

Which is why there's next to no chance



Little more of her vote, Chamberlain wanted her right to cast a ballot.

of Ottawa leading the way on proportional representation, even with Jack Layton's NDP pushing the concept. More likely is a scenario where bold moves by a few provinces and implementing federal reforms down the line. "It may be that we're going to be able to benefit from these provincial experiments," says Scott Reid, a senior adviser to Prime Minister Paul Martin. Quebec's Liberal government is expected to table legislation this fall that would introduce a mixed PR system to the province's National Assembly. In British Columbia, the massive

two Citizens' Assembly on Electoral Reform is scheduled to deliver a landmark report to the B.C. government by Dec. 15. The assembly held 50 public hearings in May and June, and PR was frequently touted as a way to combat voter apathy, so some version of it seems likely to make its way into the final recommendations. Whatever change the assembly proposes—and it's a safe assumption it won't advocate sacking with the status quo—is slated to be put to a province-wide referendum next May.

Assembly chair Jack Hawley, a former Simon Fraser University professor, says its work should serve as an antidote to skepticism about the capacity of average citizens to make on the real work of democracy. Its 160 members, from all walks of life, were chosen from a pool of 15,800 randomly selected names off the B.C. voter list. Hawley says convening such a group to come up with solutions on a major policy issue has never been tried anywhere in the world—at least not since ancient Athens. In fact, the assembly's influence



PLYING THE PIRATES

Now that even Napster has gone legit, will the music industry stop picking fights with and embrace the Net?

Guest who's back, back again? Napster's back, but will you spend?

THAT'S A QUESTION executives at the Los Angeles-based on-line music service—and their counterparts in New York offices of the major music labels—were answered, and fast. The cause if a cleaned up, copyrighted Napster succeeded in its conversion, maybe there's hope yet for the record business.

Once virtually synonymous with digital piracy, and the prime cause of the industry's howls about impending doom, Napster is working hard to alter its image from the brand you know.

the name you distrust, to the labels' loyal partner. Under its new owner, Route Inc., it is mending the letter of the law, offering consumers on two continents the opportunity to download music without fear of reprisals that there is no price: the songs are no longer free, and the music library is limited.

While Apple's iTunes Music Store was the first—and remains the largest—international subscription service to be announced by music's Big Five labels, Napster's transformation pines a more powerful cultural punch

After all, the Web service's launch by university dropout Shazam Fanning in 1999 shook the record business to its foundations, and spawned predictions of the industry's imminent demise. Will licensing Napster as former Public Enemy No. 1 allow the music business to finally turn the law to its advantage?

It's been seven weeks since Napster arrived in Canada, a week after it was introduced in the U.K. (its west-legislated last October). Offering a free week-long trial—and a clever Flash animation depicting Canadians

drinking, drinking beer and scoring hockey sticks—the service attracts some 100,000 songs (less than half the number available on Amazon.com) from the five majors and as assorted independents. While it's more expensive than its exclusively Canadian rival, Puretracks, its launch caused a buzz, trumpeted in major newspapers and on TV.

The quick adoption of legal music download services suggests that fans, given the opportunity, are willing to pay to get their songs and albums on line. (To an extent, it took 100 million downloads worldwide this week, while Puretracks passed the one-million mark in Canada four months after its launch.) According to a recent survey, traffic on paid music sites in the United States tripled last year from the year before.

But, despite this evidence, the record industry continues to spend much more time and resources fighting on-line music fans

than providing them with what they want. Since September, the lobby group Recording Industry Association of America has sued more than 3,400 Americans sharing songs on-line for copyright infringement (average settlement to date: US\$3,000). Here, the federal court ruling in March that quashed the Canadian Recording Industry Association's attempts to identify and sue people for downloading music produced doubts and walks of outrage from officials. The industry lost another one last last month when the Supreme Court ruled Internet service providers don't have to pay royalties for music files uploaded after their network lines.

None of this has been good PR. Now that the labels are finally harnessing the Internet, the question is, will these initiatives prove too little too late to gain the good will of Newsway music fans? While the threat of lawsuits did create some music prizes to seek safe

INDIE+CANUCK+JAZZ = PROFIT

New Brun Watson of Maximum Jazz replayed the rock-n-roll-business formula

BRIAN WATSON doesn't understand the fear and fury of the big music labels. They deny downloading, saying it steals sales for the industry, and if the companies are forced out of business, how will musicians get their work to the audience? Watson's response, they will use outlets like his. Vancouver-based Maximum Jazz just launched its 40th release, *Jazz Thing* by Randy Bachman, formerly of the Guess Who and Ian and Ian-Turner Quartet. Watson says the album is already profitable—just like the 45 that preceded it on the Island label and its partners, Collar Live and Rock Him Music.

Watson thinks he knows why Big Music is a gang banger. Major companies, because of their artist size scale, have to sell most albums using the same boilerplate marketing plans. Watson, on the other hand, treats every album as unique, taking into account the artist's career stage, the audience and the genre. "In some ways, that's like starting over with every release," he says. Unlike many small labels that follow the majors' practices, only with poorer resources, Watson has reinvented how to record, market and distribute music in the digital age. It's true: large companies did the same. "The big labels have to learn how to make money on a few thousand CDs," he says. "They have to learn how to develop a career career over time, but on the albums."

not just sell millions of copies of one." At first, Watson seems like a new kind of label owner, but to some he's a throwback. "When I first met him, he reminded me of the labels in the '60s," Bachman says. "You are the guy who started the company. And he signed you because he liked your music. He knew it would sell eventually."

Watson started out "with my life in Bongo Stars," but a bankruptcy out shorted his career as a drummer and steered him toward marketing. His focus is a label best best divided with the use of file sharing and downloading. In the late '90s, he started working with a company called Maximum Music: an artist management and marketing. He bought out its founders in 2000.

Running a label as minimal as Maximum means Watson oversees everything. Rather than relying on standard contracts, he negotiates every deal personally. "We wanted to work together, but when our lawyers got involved—obviously," Bachman recalls. "So we talked directly to each other." The resulting contract takes up only a few pages. Watson defers conversations in other ways. If an artist wants to retain control of the master recordings, he will find a way to make that work. And while record companies usually bankroll tours just charge the

per se against a month's earnings, Watson often refuses to pay touring costs, instead helping artists figure how much to charge for each stop so the revenue covers the costs. In place of tour support, performers get several hundred copies of their albums at cost to sell from the stage—and keep the profits.

Watson's promotional strategies are also unique for every industry. He will sometimes rep a two-page album several times. And he knows that getting a record into the hands of two key critics in a market will mean more exposure than thousands of dollars worth of ads. "A lot of companies put out a record, buy \$100,000 worth of advertising and hope it sells," Watson says. "We'll have a marketing budget of \$1,000 for an album, but we're flexible. We're doing what makes sense to us."

JUSTIN SMALLERIDGE



harbo—one recent study found that 14 per cent of American Internet users, or some 18 million people, have stopped downloading music files—the few may be wearing off. (Legal download figures are starting to creep back up, and iTunes, the peer-to-peer software that took up where the old Napster left off, boasts more than 250 million users.)

What's more, it is increasingly obvious that free-for-all file sharing is only one factor behind the industry's ills. Rising artist costs, changing economic conditions and competitive shifts within the business have contributed to the downturn as well. Some observers go so far as to argue that the flood of Internet downloading is a red herring. Earlier this year, Felix Oberholzer-Gee of Harvard Business School and Raimund Strausz of the University of North Carolina released a controversial study about file-sharing, using figures from 2002. They concluded that downloading had no overall effect on the sale of popular CDs, and that for the top quarter of albums released, it actually had a positive effect: 150 downloads increased sales by one copy, suggesting that the Internet serves a promotional function similar to radio play.

The labels' fierce battle to protect their intellectual property has had some impact. Between suing music to the on-line community and blurring the message that free downloading is unethical, the industry has registered a small rebound. After a steep four-year slump, sales of CDs are up slightly in 2004, in part because of a drop in retail prices and U.S. consumers' fear of lawsuits. Still, the industry admits that sales

WHO THE PLAYERS ARE

NAPSTER

ARRIVAL: May 26, 2000
COST: \$1.19 per song, or \$9.95 a month for subscription that lets you download all the music you want to PC.
SIZE: 300,000-plus songs.
OF NOTE: Subscription includes commercial-free on-line radio. Any songs downloaded to hard drive stop working when subscription cancelled. Napster Lite lets you buy tracks or albums to keep permanently without subscription.



puretracks.com



puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

puretracks.com

PURETRACKS

ARRIVAL: Oct. 14, 2003.
COST: \$8.95-\$13.99 per song, \$9.95 and up per album (plus PST and GST).
SIZE: 100,000-plus songs.
OF NOTE: Not available to Mac users. Symantec subscribers eligible for special offers. The site is exclusively for Canadians and occasionally offers discounts on albums by Canadian artists.

ITUNES MUSIC STORE

ARRIVAL: Not here yet, but with recent launches in the U.K., France and Germany, those in the know say it'll be any time now...
COST: US\$0.99 a song in the U.S.
SIZE: 700,000-plus songs.
OF NOTE: Can download and listen to songs only on an iPod MP3 player. iTunes option lets you make your own playlists and rate those of others. Exclusive tracks include 150 out-of-print Motown songs.

KATH SAMLEY



knock-offs, weighed hip-hop and otherwise reoriented pop music as a likely one cause of lackluster sales and the public's negative perception of the majors. An emphasis on marketing singles—with many albums containing two or three quality songs burrowed by filler—actually encourages consumers to download. Increasingly well-informed fans use little points in dropping \$15 on a CD when they only want one hit song. (Some

it easier to move units. Although a doubt few claim there will never again be another *I Want to Hold Your Hand* moment of fan consensus, that doesn't mean the music industry can't make—or even help engineer—another hit wave. Now that the labels are gradually co-opting with services like Napster, we only have to wait for musicians to reinvent pop again. The game isn't over, only the rules have changed.

THE RECORD INDUSTRY continues to spend much more time and resources fighting on-line music fans than providing them with what they want

were so low before, almost any rebound would look spectacular. Also, the market has been buoyed by recent successful releases from such artists as Norah Jones and Usher, both sold more than a million copies within their first weeks out of the gate.

Strong sales by new artists indicate that there is demand—beyond by-ones-for-music, so long as that music is perceived to be valuable. Many critics believe, however, that to regain the loyalty and willingness to spend, the industry has to rethink many of its practices. The focus on churning out easily cloned rock pop stars, Pearl Jam

emerging artists are turning that equation to their advantage. In mid-June, re-united rock act the Poles released their new songs 12 years on iTunes. *Best Thing* quickly went to No. 1, using the on-line service for both distribution and promotion.)

Personalization presents another problem for the music business. It is difficult to guarantee consumption when there is a fierce competition for attention in the largest pop culture arena. During this emergence by musicians—be it Brit pop in the '90s, down in the '70s, but most in the '80s or else music made in the '90s—the majors found

And they will keep changing—look at Hollywood! According to an *Issues Insights* poll, as of the end of 2003, 21 percent of Americans had downloaded a feature film off the Internet. The music industry's experience over the past five years should serve as a lesson to others in the entertainment business, and it's not a new one: adapt and give them what they want, or risk extinction. Otherwise, "the death of music" may soon be replaced by "the death of movies" as the gloomy forecast of Internet pirate fighters.

With Derek Choia



OUR ATHLETES STILL NEED YOUR HELP TO WIN. WITH ONLY TWO MONTHS UNTIL THE GAMES THIS SUMMER, MANY CANADIAN ATHLETES ARE STILL STRUGGLING TO AFFORD THE PROPER NUTRITIONAL TRAINING AND EQUIPMENT THEY NEED TO COMPETE. WITHOUT HELP, SOME MIGHT NOT EVEN MAKE IT THERE. RIGHT NOW, 50 ATHLETES REMAIN ON OUR WAITING LIST. YOUR DONATION WILL HELP THEM TRAIN, HELP THEM PREPARE AND ULTIMATELY HELP THEIR CHANCES OF BRINGING BACK GOLD. CALL 1-866-465-7004 OR VISIT SEEYOUINATHENS.COM



'I JUST BECAME THIS CAR NUT'

A record-setting long-distance driver talks about his life on the road

Sowerby spent the perfect time to jump behind the wheel, just as the car towards a crash of new road and drive. Canada's *King of the Road* knows a thing or two about the line of the blacktop. Halifax resident Garry Sowerby, 53, has held four Guinness Book of World Records for long-distance driving, the first two with his college friend Kenney Langley. Along the way, Sowerby's been close at by African heads, helped put a car on top of the CN tower and smuggled children's books into Russia. He last managed to stay on the road for 25 years, much of it involving cold cuts and hot sauce on public new car launches. He recently has written a novel in the recently published Sowerby's Road Adventures of a Different World. While on Halifax figuring out what the next adventure will be, he spoke with Maclean's contributing editor John DeMont.

What's your first car memory?

My grandfather's car was a '32 Chevrolet. We'd go to the beach from Moncton out to Shediac. It's about 20 km. I remember that was one of the longest drives in my life. My grandfather wanted to save gas. When he would come to every hill he would shut the car off and let it coast to the bottom, wait until it was almost stopped, then jump start it off the clutch and away we'd go.

Where did your passion come from?

It was always there. When I was growing up in the '50s in Moncton, my father dragged cars every year. It was family event. In September you'd see the new models at the dealership. I can still remember the excitement of going and smelling those new cars. When I was 13 and allowed to move the cars in the driveway, I would move the whole car and wash it just so I could move it 10 feet. I just became this car nut. I got my first job washing cars at the local Lincoln Mercury dealer, for 25 cents a car, which I shared with my stepbrother, Larry. From the time I was 12 until I was 18, we'd wash that whole lot, about 130 cars. We'd wash them all a couple of times a week in the summertime just

so we could move them around in the lot. Now Larry is worse than me! I have 10 cars but it's close to what I do for a living, he's got six but he's in real estate and has no access.

When did you become a travel nut too?

When I was 14 or 15, and after Canada brought in the DC-9s. We lived in the north end of Moncton, which was probably five miles from the airport but right near one of the runways. The DC-9s would go over our house, and the TV would go all funny. At the same time dad did glass-glass installations on storefronts, and his best was all of New Brunswick and P.E.I. Larry and I started going with him in the summer, and they were great memories.

You lost just the pedal in the metal when?

I was about 14. I was over in Prince Edward Island with my father, who was there for a job and he had the car with him—'64 Merc, five-cylinder red, and I had washed that thing until it was the cleanest car in the northern hemisphere. Dad said, "Here give it a shot."

What possessed you to try to make your living behind the wheel of a car?

My dream from the time those jets started flying over my house was actually to be a pilot. I ended up doing the flying thing in the military, and then I quit because I was lonely up there. It takes me a long time to realize that a lot of this obsession with the road is an obsession with people.

How did the adventure-driving begin?

I was working in Ottawa as a mobility test engineer for the military, doing acceptance tests for new products they were going to buy. Kenny Langley and I were doing an all-righter back to the Maritimes and got talking and started wondering what the ultimate road trip would be. I'm 27, single, probably 50 grand in the bank, no responsibilities. At that point I'd been across Canada something like 15 times.

Now we had never heard of anyone driving

around the world. It was just a matter of being fascinated with the idea and writing a letter to the office of the Guinness Book of World Records. He said that had been done the year before in 102 days. Then it became, what are we going to do, quit our jobs and set up a company and raise the \$300,000 we thought it would take, or just forget about it? That decision I made that night in 1977 changed my life.

Was the trip harder than you expected?

Everything went according to plan. The low-line tire broke out in the middle, but we had an alternative, a 747 to pick us up and fly us over the wire. We were sick with dysentery, but there was no real feeling that things were going to spin completely out of control. It took 74 days, one hour and 11 minutes. We came back and had a cost of \$417,000, we had raised \$300,000.

In 1984, we drove from the bottom of Africa to North Cape, Norway, to try to pay the debt off. It was like going to war; we got ambushed in northern Kenya, the Sudan went into total war and we had to change our route and take a beat around the Red Sea. When we got back, Firestone Tires in the States ran a huge ad using the truck. That was it. When five per cent of the US\$2.6 million they spent on media, and paid off our debt. I left that truck [a 1984 GMC Suburban] the way it was, it's in my back yard down here. I had it out last week for a Hot Wheels show and kids were sticking their fingers in those bullet holes.

What then?

Now it's seven years after the first drive. Ken's a lawyer—he's 36 and wants to go on with his career—he's married with one daughter and a second one on the way. By then I'm wondering if it's time to do something else. Then John Red, the guy who ran GM trucks in the U.S., calls and says "Garry, what are you doing in 1977?" This was '95. Well, he's coming up with a new Sierra pickup truck and he's saying, "I know you want you

don't have belongs to a German prison in a Range Rover. I wouldn't mind getting that Range Rover out of there. I don't imagine you'd mind bumping off a German prince."

So that's the current. Tim Cahill had just finished a book on John Gacy and was tired of thinking like a serial killer. He wanted to do something morose. So we were awful that day, from the bottom of South America up to Prudhoe Bay, Alaska, and it helped GM launch that whole series of trucks they introduced in the mid-'90s.

For the next 10 years in the Guinness Book of World Records those three records had my name attached to them. Cahill's book *Road Fever* helped me. I started getting calls

from everyone, from the retired head of the Inuit they're close to a director from Oscar Meyer Winners to put together events.

Any idea how many calls you've logged?

I've probably averaged, say, 75,000 a year. I've been driving over 16, to three million.

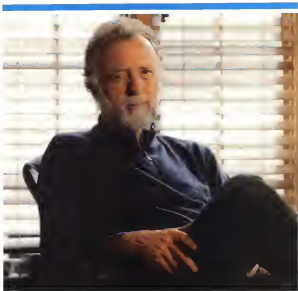
Any favorite stretches of road?

From Plover Bay to Brossard up through the centre of New Brunswick, where there's nothing other than that little service station pathway—on that road you can feel like you're away from it all. The Grand Trunk Road from Amherst to New Delhi is crazy—350 km, but it took 17 hours to do it. China

It makes driving in Italy look like driving in Prince Edward Island. On the Alaska Highway you do get a feeling of adventure. The driver a half a dozen times, and I'll know I was going to be driving it tomorrow I'd get those same butterflies I get driving around with dad in that Buick.

Favorite car?

In a way they're all favorites. That's why I have 11. I get attached to them. I suppose it's like kids with dolls. I blame it on my mother. If I ever go to a shrink it's gonna all come out that I have this fleet of cars that I can't get rid of because she gave my fleet of dirty toys away.





AND THE LIVING IS QUEASY

It may be summer, but when the Fed sneezes the world can catch a cold

THE LAST DAY of the fiscal second quarter was also the first day that the Federal Reserve Board's powerful open market committee raised interest rates since the U.S. experienced the run shutdown 2000 of its tech bubble economy, followed by 9/11. Four years is a long time to keep the monetary spigot open.

As much as may a *laissez-faire* America-based, the Federal Reserve is still the world's most important central bank. That's not just because the U.S. is still the world's most important economy. It's because of a side effect of these massive debt deficits: the U.S. has run

for decades. Many of the billions of dollars paid to foreign suppliers were converted into the suppliers' currencies, but another billions were held in U.S. dollars in accounts abroad, mostly in Europe. Those deposits, with accumulated interest, came to be known as Eurodollars, and have long been the most important source of short-term borrowing for business across the globe. When the Fed changes its rates, thousands of banks around the world follow suit. But this year, Eurodollar rates started climbing months before the Fed made its move, because the money markets concluded the Fed would have no choice but to raise rates in June. So Eurodollar holders and their banks did the Fed's foreign work for it.

Not that raising the rate, called the federal funds rate, from one per cent to 1.25 per cent is a big deal in itself. The Fed would have to get its rate well above two per cent before it would have real impact on businesses' borrowing decisions. Since almost nobody runs a business can ever remember money being so cheap, what the Fed did last month was a mere bagatelle. But it is a start.

Once the Fed starts tightening, it usually keeps raising its rate until one (or both) of two things happens: either the economy slows down enough to scare the Fed, or inflation rates fall far enough to stop scaring businesses and consumers. What the Fed and other central banks learned from the hideous experience of the 1970s was that inflation has to be stopped before it gets deeply entrenched in the economic system and in people's psyche. Inflation always

begins with excessive monetary creation. Once it reaches the stage at everyone is getting a cost-of-living allowance in addition to hefty wage increases, hiring it involves not only a mini edge from the central bankers who sponsored the horror, but a long recession and years of restraint. [Contrary to business propaganda, inflation isn't born in union wage pacts, as long as free markets operate. If workers get excessive wage gains from suppose management, those workers become unemployed when consumers refuse to pay up for their expensive output. Think about the high paid Air Canada and United Airlines pilots who are being forced to give back some of their gains and whose jobs have become vulnerable in the face of low-cost competition from WestJet

were than the Fed or Wall Street economists assert. To be certain that inflation is a state of mind, the Fed must convince those doubters that it remains vigilant. However, or, other surveys show that American consumers are more optimistic than the Fed about the economy as a whole. The heart of consumer confidence polls is people's optimism or pessimism about their jobs. Right now they feel that, even if they lose their job, getting a new one will be relatively easy.

The U.S. stock market has dropped back to where it was last Christmas, down to six months of soaring corporate profits. In issuing her bullish economic forecast, Denise Swick, the chairman of the economics of Chicago-based Bank One, says, "It doesn't get any better than this." Maybe the stock market agrees, but not the way the money. Maybe the bad news is already behind the American economy, and the real action is moving ahead.

The world economy will set records this year. What's unclear is how well North American economy is will perform if a disconcertingly large percentage of global growth is taken up by China, India, Japan and Brazil. Historically, by the time the Fed starts tightening, the U.S. economic recovery is well established. If the Fed tightens the right amount and at the right time, the economy slows, inflation eases, and

then the economy starts running again with out the excess baggage of inflation. That's expecting a lot from a committee. Like the rest of us, the Fed has to deal with conflicting economic data. After three months of booming U.S. job growth, the economy still didn't rebound in June. A hiccup? Evidence that high prices are really starting to bite? Time will tell.

Surely, one, isn't it suddenly queasy for the committee and U.S. investors?

Donald Cose is chairman of Macro Investment Management in Chicago and of Toronto-based Jones Research Investments. dcose@macroinvest.ca

'If you can understand Saturn...'

After a seven-year, 1.5-billion-km journey, NASA's Cassini spacecraft fired its engines for 46 minutes on July 1, changed course—and became the first man-made object in orbit around Saturn.

Over the next four years, the spacecraft will circle the planet 76 times, sending back data about its composition, its rings and its satellites. In closing the grand moon Titus, where Cassini will drop a probe in January. Deputy project scientist Linda Spilner was at the Jet Propulsion Laboratory in Pasadena, Calif., along with many of the 250 scientists involved, at the historic moment. She describes their reaction—and why the mission matters.

It was a euphoric feeling. I could feel the excitement building, knowing that world

made it into orbit and that we'd be getting our highest-resolution images ever of the rings. There was lots of hugging and shakes of hands and high-fives.

The spacecraft was going in very close to the planet. We pointed the high-gain antennas in the direction of any incoming particles, and we knew that small dust-sized particles would hit the antennas and vaporize. It was the bigger, marble-sized particles we were worried about—they could do substantial damage.

We have 15 flybys of Titus, and then seven at Saturn's other six moons. With Enceladus

we may get as close as 200 or 300 km. The part that will be very exciting is the end of the tour, where the spacecraft's orbit will be almost over the poles of Saturn, which means the rings will be opened right up and we'll get some good close views.

Saturn's rings appear to be quite young relative to the age of the solar system—maybe only a few hundred million years old. So you have to ask, how did the ring system form? It could have been an object that was going through the system and got too close and was just torn apart, and then these particles ended up circling the planet. We think the planet formed from a disk of gas and dust around the sun, so if you can understand Saturn you can get some clues as to how our solar system may have formed. ■

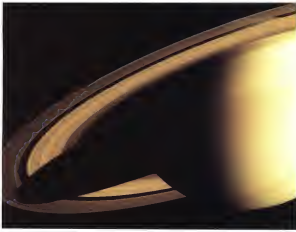


THE WORLD economy will set records this year. What's unclear is how North America will do if global growth is taken up largely by China, India, Japan and Brazil.

and Southeast Asia. (The wage gains that drive inflation come largely from the government or heavily regulated sector.)

So what happens now? Today's soaring oil prices initially raised inflation rates, but they also weakened the economy, thereby reducing inflation. That's because consumers have less to spend because they give up at the pumps. The Fed itself leaned at that time a so-called relationship in its policy statement released along with the June 30 announcement of the rate boost.

A recent Gallup poll showed that American consumers believe inflation risks are



CAN SCIENCE
GIVE YOUA BETTER
SEX LIFE?

Two in five women may be sexually dysfunctional. That's either an epidemic—or a manufactured problem.



THERE'S BEEN PROMISING NEWS in the science of female sexuality of late. Very favorable indeed, particularly if you're a rat. A few weeks ago, James Pfaus, a Concordia University researcher working on behalf of Palatin Technologies, a New Jersey-based pharmaceutical company, announced his discovery that, when injected with a synthetic hormone called PF-141, female rodents became overcame with lust—hopping, darting to and fro, and sending all sorts of come-hither vibes to their male companions. Pending further studies—and U.S. Food and Drug Administration approval—Palatin plans to market the drug as a libido booster for women, to be administered

orally. "Right now, there's nothing in the arsenal for women to treat a desire disorder," Pfaus said. "I think this is the first salvo." To be sure, a nasal spray is not a conventional fantasy tool. But if Palatin can prove that one squirt of PF-141 will get women revved up (in spite of, as in the case for many, fatigue, job stress, perhaps even a loveless marriage), you can bet they'll be adding on this stuff.

PF-141 is only one of a slew of drugs, ointments, gels and patches currently being developed to treat a newly minted medical condition: female sexual dysfunction. It's a loose designation encompassing all manner of women's sexual woes. As a concept, FSD is still in its infancy; it began receiving widespread attention after a small session conference in Boston in 1996 (heavily sponsored by the pharmaceutical industry).

Symptoms of FSD are so many and varied that, as U.S. social critic Barbara Ehrenreich has put it, "the criteria for not being dysfunctional seem extremely high." A woman may qualify as dysfunctional if she has desire, or even occasional, trouble becoming aroused, or if she's never had one, or if she experiences any sort of pain during intercourse, or if she's the type who'll opt rather than chocolate and de her milk. Based on this umbrella definition, the medical and pharmaceutical communities are claiming women of all ages are suffering from FSD in near epidemic proportions. They say a whopping 43 per cent of her boresome (some kind of record). Is it time to panic?

Of course it's no coincidence that this

trend is emerging here on the heels of male dysfunction readiness, which generated billions in treatment revenues. Over 23 million men have been prescribed Viagra since it was approved in 1998. The advent of this drug—and subsequent copy-cat drugs including Cialis and Levitra—ignited a minor cultural revolution, which got both men and women reexamining their sexual goals and their desires more freely than ever before. But now that men of any age are able to perform like high-school quarterbacks, many women are eager for an effective counter-part drug. It's no surprise, they're telling their physicians, to be aroused, poked, prodded and outfitted with a magical drill pill. We want to beg. My Ray in the shower at the top of our lungs, for a change.

The study of female sexual dysfunction has

become the fastest growing discipline in sexual medicine. It's anticipated that up to US\$3 billion will be spent over the next decade in the race to manufacture mood-inducing products for women. Currently, there are no pharmaceuticals approved for the treatment of FSD. (Some doctors have prescribed off-label items believed to help increase libido, including testosterone creams and even Viagra, but for the majority of women, they've proven ineffective.) Still, drug companies, from Eli Lilly and Co. to Pfizer and GlaxoSmithKline, are hard at work, trying to crack the code with chemical lotions, patches and ingestibles.

IN SEARCH OF THE MOJO PILL

Outside of the lab, though, a war is raging over the medicalization of women's sexuality and the busy notion of what's "normal." Perhaps because women, unlike men, are not equipped with built-in sexual meters, the question of women's sexual function—what's standard and what's abnormal—has long been a source of controversy and discomfort in

the medical community. For centuries it's been seen as a problem to be solved, although most of the solutions to date have been less than helpful.

In the late 1900s, doctors estimated that as many as 75 per cent of women were suffering from "hysteria," a nervous condition thought to be the consequence of insufficient sexual intercourse or lack of sexual gratification. Having established a large, lucrative market, doctors made small fortunes treating "hysterical" patients with everything from horseback-riding sessions to primitive vibrations. In the 1950s, long after vibrations were discarded from physicians' kits, gynecologists joined psychiatrists in embracing

Sigmund Freud's notion of "frigidity." The cure for this condition—characterized by a woman's inability to become aroused and achieve orgasm during sex—was a combination of transplants and psychoanalysis.

Now, to some critics within the sexual health community, female sexual dysfunction is just another dubious term, much like hysteria or frigidity. They're concerned that, by trying to define what sexual dysfunction is in women, doctors and pharmaceutical companies have implicitly created a blueprint for abnormality. Any deviation from that is then considered a sickness. Which begs some questions. What gives scientists—not traditionally considered experts in the fields of love and intimacy—the right to establish norms? Is female sexuality even conducive to such formatting? And even if it is, do we really want to be looking to doctors and pharmaceuticals to put us in the mood?

Yes, say American celebrity doctor Laura Berman, a sex therapist, and Dr. Jennifer Berman, a urologist. Youthful and telegraphic, the Berman sisters are at the forefront of

NOW that men of any age are able to perform like high-school athletes, many women are eager for their turn

KNOWLEDGE IS POWER

A short history of what we didn't know about female sexuality (and were afraid to ask)

4th CENTURY—Some folks believe that women can lower their sexual desire and prevent pregnancies by in-gesting apian droppings mixed with oil and wine, or by rubbing their loins with the blood of a slain black bull.



1500s—Italian doctor Matteo Ricci Columbus is the first to scientifically recognize the female orgasm. He notices a tell-like appendage, naming it the clitoris, after the Greek word for "little hill." His research lands him in prison.



1900s—Medical authorities identify an epidemic of hysteria among Western women. The medical treatment? Clitoral massage. Irish doctor Joseph Mortimer Granville later pioneers the first electro-mechanical vibrator, allowing doctors to treat his female patients within an hour instead of one.



1918—Sears Roebuck calls it a vibrator in its catalogue, describing it as an "aid that every woman appreciates."

1962—L.S. writer and future *Comedian* editor Helen Gurley Brown creates a stir with her best-selling book *Sex and the*

Single Girl, discussing the advantages of unmarried life—including a healthy sex life. Feminists laud her as a pioneer.



1970s—Micro dissection techniques improve medical

knowledge about how nerves and blood vessels work in the penis. Researchers don't bother doing similar studies on the clitoris.

1987—American Psychiatric Association removes " nymphomania" from its manual of mental disorders; it also drops the male equivalent, "Don Juanism." The APA later continues to back away from sexual dysfunction diagnoses, naming "sexual addiction" in 1994.

1998—Helen O'Connor, an Australian doctor, discovers that the clitoris is twice as large as previously believed, and that many women used for female genital parts are—incorrectly—based on the male anatomy. JENN WITTE



the movement promoting the study of BSD. They host TV and radio shows, are frequent guests on *Oprah*, and are the co-authors of *For Women Only: A Revolutionary Guide to Overcoming Sexual Dysfunction and Rediscovering Your Sex Life*. Earlier this year, Laura Bernson opened the Bernson Center, a state-of-the-art, one-stop shop where patients with BSD can practice yoga, learn targeted pelvic exercises, get sex-friendly nutritional tips, and have their genital blood flow measured and their hormone levels tested. All in one "spa-like" medical clinic. It's the first of its kind in North America.

Laura Bernson says it's about time the medical community began treating women's sexual dissatisfaction as a serious issue—a courtesy that has been extended to men for some time. Honestly, she says, women's sexual complaints have been dismissed by doctors as being "all in their head." Women with deeper concerns were brushed off and told to have a drink or a hot bath. The fact that the dialogue about BSD is even taking place, she says, is a sign that the sexual

revolution was not waged in vain. "Women today are more aware than anything's missing," she says, "and they're not necessarily prepared to take the loss of their sexuality sitting down."

Originally, Bernson was a practitioner of talk therapy. But she started to incorporate physiological medicine into her practice in 1998 when she began to find that some of her patients were making no progress, regardless of the amount of time they devoted to discussing personal issues. "Without answers, the relationship or hormonal nature that could have been contributing to the problem, and had come up empty. Eventually, it was clear that it was her body that wasn't working the way it should."

Now, the pharmaceutical industry has an obvious financial stake in researching BSD treatments, Bernson acknowledges. But she also points out that drug companies are contributing to a growing understanding of women's sexual physiology, something never before examined in depth—and something

that could improve the lives of many. "I don't think any particular medication is necessarily going to be a full panacea," she says. "But I think the research being done looks very promising."

QUICKLY—DEFINE 'NORMAL'

Even critics of the BSD label concede there are many things that could cause hormonal imbalances, blood-flow problems and other conditions that may create a woman's sexual well-being, including the onset of menopause, high cholesterol, heart disease and diabetes, to name a few. Prescription drugs such as oral contraceptives and antidepressants, as well as excessive smoking, alcohol or drug use, can also factor in.

Skeptics, however, argue that the medical and pharmaceutical communities are exaggerating the problem, playing up the importance of physiology and keeping to gether vastly different conditions to make BSD seem more pressing than it is. "It would be great if the largest cause of women's sexual dysfunction was physiology," says Robin

Millhausen, co-host of the *Life Network's Sex, Style & Goodside* and a former clinical researcher at the Bloomington, Ind.-based Kinsey Institute. "We could all pop a pill and instantly become more easily aroused and orgasmic, but nobody's out there doing that. Women are very too complicated."

In fact, in a comprehensive Kinsey study that the CollegeWood, Ore.-born Millhausen conducted on sexual arousal in men and women, she found that, overwhelmingly, the most important issues that influence women's sexual well-being are self-image, self-esteem, psychological health, social connections and cultural expectations—all of them intangibly intertwined. Physiology plays into it for a very small percentage, she says, "but when the other variables are going well, it doesn't really matter about physiology. There are hundreds of things that can shut off a woman's arousal." Whether she's lost her job, or her house is messy, her body is nagging, or her partner's breath is appalling: It could just be because of a bad hair day.

This is more or less the conclusion that

Pfizer, the maker of Viagra, seems to have reached several months ago. The company had been testing its drug on women, but then officially pulled out of the BSD race, concluding that Viagra worked only with men. In fact, most women felt more improve ment with the placebo than the drug. At least it didn't cause headaches and hot flashes. Female sexual disorders, Pfizer's researchers concluded, are "far more complex than male erectile dysfunction."

'SEXUALITY IS ELASTIC'

Perhaps the most vocal opponent of BSD research is Dr. Leonard Triller, a sociologist and clinical professor of psychiatry at the New York University School of Medicine. Triller spearheaded BSD Alert, a group of activists, to challenge what he calls the myth propagated by the pharmaceutical industry, and to encourage a more humanistic, drug-free approach to sex therapy for all. (The group's second major conference is scheduled to be held in Montreal next summer.)

One of Triller's biggest concerns about

the way sexual dysfunction is publicized and the way drugs are marketed is that it creates a culture of anxiety. "A lot of young women have completely internalized the notion of BSD," she says. "I see patients all the time who wonder what's the matter with them. Their libido just isn't there all the time and there must be something wrong."

What it comes down to, she says, is finding out a misanthropic concept of normality that there is a right way to conduct your sex life and an ideal number of encounters or orgasms or orgasms that one should have per week. "Sexuality is elastic; so there is no natural standard," she says. "You could have sex twice a day your whole life, or never your whole life, and it wouldn't matter health-wise." Sex may also mean taking pill after a meal spray to solve the riddle of women's bladders. But the race is on, and the chemical overpopulation is blowing. Which may not be such a bad thing—especially if you're a girl. **B**

In terms of sexual dysfunction, a more realistic condition? Have your top 10 at www.foxnews.com.



THE VIAGRA MYTH

Note to young studs popping pills: the brain is a crucial sex organ, says JOSEY VOGELS

THE APTLY NICKNAMED "love bug" has sex for up to 36 hours of its two- to five-day encounter. Not a bad way to spend half your life. Much less than the average man's sexual lifespan. Sildenafil apparently got it for up to eight hours a session. Sildenafil popular for hours, too, with the known record held by a couple of sturdy cardiovascularists that reportedly remained in diaphanous debauchery for 22 hours. That's gotta chafe after a while.

Most of us exhausted, overworked humans are lucky to squeeze in a mid-week quickie or, if we're lucky, a leisurely hour or two on the weekend. But thanks to the introduction of drugs like Viagra, Levitra and Cialis, we seem to be trying harder and harder (purely unavoidable) to ape our long-lasting friends from the animal kingdom.

Interestingly, the chimp, a close cousin, prefers quickies. And bulls, rams and rapturs, well, in and out in a matter of seconds. Human marriage is a mission too. But why are men—youngeer and youngeer ones, as, considering New York Times writer that caused a little last month—popping pills like candy

in the hope that it will turn them into Enigma Bunkies in bed? Blame it on Sildenafil. Young men are taking Viagra not because they have erectile problems but because, according to one quoted in the article, "young women on shows like *Sex and the City*, who make claps at men's expense, reinforce the thought that you must be the perfect lover."

How men can continue to believe that being the perfect lover means jumping until they're close to cardiac arrest is beyond me—especially since women have been harping about Kamlay and Co-pen for years. You can have an erection among men and it still doesn't guarantee goodness. Unfortunately, says American marriage counselor and therapist Dr. Marty Klein, "men have been trained to want, need and be content with an erection. Sexual pleasure and intimacy, too often, are seen as the domain of women. It's not because men are jerks. It's because men have been thrust into a sexual role that is culturally reduced to a hydraulic response in a few inches of their anatomy."

Sure, Klein admits, the stereotype is true for some guys—"an erection is all they want or need, and sex follows erection like TV follows dinner." But there's a reason that, as Klein's direct experience shows, erection drugs work for only two thirds of men who take them, and there is much less demand for second prescriptions. Some men have realized that a healthy erection doesn't necessarily equal sexual satisfaction. This is a tough cultural hurdle to leap. While women go on at length about how we need to be emotionally turned on before we can become physically turned on, a guy feels like an idiot admitting he'd like to, say, spend some time talking before he can get in the mood. We're convinced guys are hard-wired

'MEN'S' sexuality has been culturally reduced to a hydraulic response in a few inches of their anatomy'

therapist Dr. Marty Klein, "men have been trained to want, need and be content with an erection. Sexual pleasure and intimacy, too often, are seen as the domain of women. It's not because men are jerks. It's because men have been thrust into a sexual role that is culturally reduced to a hydraulic response in a few inches of their anatomy."

Sure, Klein admits, the stereotype is true for some guys—"an erection is all they want or need, and sex follows erection like TV follows dinner." But there's a reason that, as Klein's direct experience shows, erection drugs work for only two thirds of men who take them, and there is much less demand for second prescriptions. Some men have realized that a healthy erection doesn't necessarily equal sexual satisfaction. This is a tough cultural hurdle to leap. While women go on at length about how we need to be emotionally turned on before we can become physically turned on, a guy feels like an idiot admitting he'd like to, say, spend some time talking before he can get in the mood. We're convinced guys are hard-wired

INTRODUCING THE ONLY HD PVR. THE REVOLUTION CONTINUES



In our ongoing pursuit to give you more control over your TV, control you simply can't get on satellite, Rogers introduces the ultimate High Definition viewing experience: the HD PVR. It combines the incredible picture and sound quality of High-Definition with the ultimate control of a Personal Video Recorder (PVR).

This is what you can look forward to: recording up to 28 hours of HD TV (or 93 hours of standard TV) to play back whenever you want, recording one show while you watch a

different channel recording two shows while you watch a show you recorded earlier, channel surfing while you watch another show with picture in picture, and having total control to pause, rewind and instant-replay live TV. All of this without the hassles of video tapes.

Call today and rent Rogers HD PVR for as little as \$24.95 a month and take your High-Definition viewing experience to a higher level.



ROGERS
Digital
TV

You can't get this on satellite.

ROGERS HD PVR. NOW THE POWER OF TV IS WITHIN YOUR GRASP.

Call 1-888-ROGERS1, visit rogen.com or any of these participating retailers for more details.

ROGERS VIDEO

ROGERS

ROGERS

FUTURE SHOP

WALMART

to be ready for any time, anywhere.

When Pfizer, the pharmaceutical company behind Viagra, announced earlier this year that it was moving away from efforts to make a version of the drug for women because, according to Dr. Joe Tacchini, president of worldwide development at Pfizer, female sexual disorder "is far more complex than male erectile dysfunction [and] diagnosing PMSD involves mixing physical, emotional and relationship factors," you could hear the collective "Ugh, duh!" But surely men's sexual is also triggered by a network of emotional, medical and relationship factors. It think it's ridiculous to conclude—in Dr. Mitt Boekel, head of Pfizer's research team, was reported to have said in response to the company's announcement—that "the brain is the crucial sexual organ in all of us. What gets used is varied in our experiences. Some times it's complex and intellectual, and sometimes not. Unfortunately, most of us are simply ill-equipped to overcome the obstacles that step us from having the sex we feel we deserve. We're so tired and so stressed to have a libido. And when it does want to come out and play, we're still too shy to pick up when we need to—despite the non-stop partnering about sex in the media.

And these obstacles we rely on to balance ourselves make time for sex—a working a nice bottle of wine, lighting a candle or, maybe, getting some sexy underwear to make things a bit spicier. Popping a pill is so much easier.

While there are some legitimate physical circumstances in which medical intervention is necessary, all the energy put into verifying and letting off might would be better spent on learning what makes you tick sexually and how to communicate this to your partner. It's time to move beyond the idea that good sex—for men or women—is about getting it up and keeping it up. If a male-to-male companion like *Everlasting Beauty*, an actual rabbit, wanted to have sex, he'd have to perform an elaborate set of rituals that includes hopping around the feet of his potential mate. I wouldn't suggest the latter as a technique for wooing the ladies, but you got my drift.

Joey Wright is the author of *Adults in the Room: How Power Moves Happen*, recently published by HarperCollins. (For more information, visit joeywright.com.)

ARE YOU LIKE THEM?

You're 40 and don't have a billy like Ashton. Or you've had two kids and can't fit into an 18th-century yellow leather suit. Or, for some reason, MTV doesn't want to document your first year of marriage. If you don't see yourself in any of today's sex symbols, we offer a few pop stars, actresses and fictional characters who are a lot more realistic.

SHANDA DENZEL



TWEENS (8-12)

UNREALISTIC

■ Mary-Kate and Ashley Olsen, 13, have a huge following despite being much older and living tamed lives (they are every man's twin fantasy), and have a cutting-edge (it's a blog) in *MyLife* (a 16-year-old during a 25-year-old rocker).

REALITY CHECK

■ Certain character Led Zeppelin, it remains the most true-to-life portrait of a pre-adolescent girl. ■ Despite a lot of madcap fun, *Artemus Fowl* (about a 12-year-old) and *The Wizards of Waverly Place*, 11, catches very far from and goofy.

TEENS

UNREALISTIC

■ Twenty-something pop stars Britney Spears and Christina Aguilera give off a maturity with which preachers' daughters-turned-sexy supermodels like *Sex and the City* (a 16-year-old) and *The Hot Chick* (a 17-year-old) can't compete. ■ In *Mean Girls*, 13, a mature beyond her years, looking up with *Mean Girls* (a 17-year-old).

REALITY CHECK

■ *Awkward* (a 16-year-old), has got just as good of a work as her peers, but she's pretty much kept it under wraps. ■ *Teen* stars like *Mean Girls*, 13, and *Mean Girls*, 14, act their age.



30s

UNREALISTIC

■ Jennifer Lopez, Penélope Cruz, Angelina Jolie, Cameron Diaz, Halle Berry, Kyla Sinquefeld: all have otherworldly bodies and seem to bounce from relationship to relationship unafraid. ■ Uma Thurman, Kelly Ripa and Julia Roberts are all the more.

REALITY CHECK

■ Literary character Bridget Jones battles her weight and looks for the phone to ring. ■ *Mean Girls* (a 16-year-old) and *Mean Girls* (a 17-year-old) both did sex scenes despite not being too pre-adolescent.

20s

UNREALISTIC

■ Wholesome, reserved outer girls, Natalie Portman, Anne Hathaway and Mandy Moore prove that in Hollywood, the only time starlets don't have to be sexy is in their 20s. ■ Kate Winslet, Milla Jovovich and Kate Winslet are young women who make gasp-worthy more than their adoring husbands.

REALITY CHECK

■ *Mean Girls* (a 16-year-old), is a divorced, emotional, sexual, not super-thing—and she's a business-minded and happily married with a drummer. ■ Pop star Pink, 24, and *Mean Girls* (a 16-year-old) character Claire Fisher are both prone to partying, spending their money, wearing their hair in their clover and experiencing with bad boys (and sometimes girls).

50s



60+

UNREALISTIC

■ Sophia Loren has sex appeal at 60 more than can match. ■ *Mean Girls* (a 16-year-old) and *Mean Girls* (a 17-year-old) both did sex scenes despite not being too pre-adolescent.

40s

UNREALISTIC

■ Madonna has that high maintenance body. Demi Moore has that plus a ridiculously young boyfriend. And Kim Cattrall has the body plus a well-publicized sexual appetite (both on and off screen).

REALITY CHECK

■ Unmarried gals Patricia Clarkson, Mary-Louise Parker and Sandra Bullock have great figures but are better known for their smart and funny personas and performances.

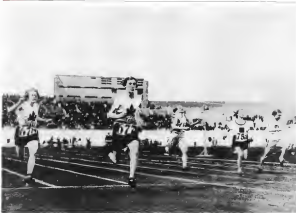


UNREALISTIC

■ *Mean Girls* (a 16-year-old), is a divorced, emotional, sexual, not super-thing—and she's a business-minded and happily married with a drummer. ■ *Mean Girls* (a 16-year-old), is a divorced, emotional, sexual, not super-thing—and she's a business-minded and happily married with a drummer. ■ *Mean Girls* (a 16-year-old), is a divorced, emotional, sexual, not super-thing—and she's a business-minded and happily married with a drummer.

REALITY CHECK

■ *Mean Girls* (a 16-year-old), is a divorced, emotional, sexual, not super-thing—and she's a business-minded and happily married with a drummer. ■ *Mean Girls* (a 16-year-old), is a divorced, emotional, sexual, not super-thing—and she's a business-minded and happily married with a drummer.



UNBROKEN RECORD

Canada's 1928 Olympic women's track and field team won the most ever medals

NOBODY HAD expected Percy Williams to win. Following his surprise victory in the 100-m sprint at the 1928 Amsterdam Olympics, assembled Games officials had to delay his medal presentation while they searched for a Canadian flag. When he repeated his feat in the 200-m race two days later, Williams sparked a nationwide celebration. But the Vancouver sprinter's triumph was thereby prelude to a more eagerly anticipated international debate: by which athletes. For the first time, Canadian female track stars were to compete at the Olympics, following years of struggle for gender equality at the pursuit of amateur sport.

In the 1930s, women's sports were at odds with the prevailing fraternal ideal. Sports organizations discouraged female participation,

considering women prone to injury and lacking sufficient stamina and agility. Although the number of female participants in organized sports grew rapidly after the First World War, the Amateur Athletic Union of Canada—the governing body for track and field—had for decades refused to stage women's events.

As the focal point of the struggle for equality in Canadian sports stood *Alouardine Gibb*, an eight-plinthed basketball player from Toronto. When the AAU, citing its public posture, agreed to send a women's track and field team to compete abroad in 1925, it chose Gibb to manage the athletes. An advocate of "girls' sports run by girls," Gibb soon

turned her attention to the 1928 Olympics. Canadian women had competed in the Games as early as 1900, usually in such traditional "girl" sports as tennis, golf and croquet, later in swimming and archery—but organizers maintained track and field was too strenuous. In 1912, Baron Pierre de Coubertin, the founder of the modern Olympic movement, described women's inclusion in this area as "impractical, uninteresting, ungainly... and unhygienic."

Canadian sports officials such as Arthur Lynch, director of physical education at McGill University in Montreal and the Canadian representative on the International Amateur Athletics Federation, shared these sentiments

He was one of only a handful opposed when the IAAF voted in favour of including women's track and field events in the 1928 Olympics. Still, only five such events were held, and Canada would be represented in four of them.

As team manager, Gibb selected six exceptional athletes, called by the press, "The Matchless Six." They were Myrtle Cook, Ethel Smith, Florence (June) Bell and Fanny (Robbie) Rosenfield—all sprinters from Toronto, Jean Thompson, a middle-distance runner from Peterborough, Ont., and Saskatchewan high jumper Ethel Catherwood.

When the women's competition opened on July 30, 21 nations were represented (46 countries competed in the men's events), and the Canadians quickly made their presence known. In the 100-m tests, Cook, Smith and Rosenfield secured three of the six spots in the final. Cook, the only team member with international experience, was the favourite, but nerves got the better of her—after two false starts she was disqualified. When the field finally got away cleanly, Rosenfield dashed American Elizabeth Robinson to the tape, and it took several agonizing minutes before the judges awarded Robinson the gold. Outraged, Gibb sought to postpone the decision, but Olympic team boss Lambel refused, considering a protest unbecomingly like Rosenfield's earlier for silver, and Smith captured bronze.

The 100-m race generated even more controversy. Runners broke the world record in two of three heats, and Thompson and Rosenfield placed fourth and fifth in the final. The sight of several women collapsed on the grass following the race—a scene played up in the news coverage—dimmed officials' and cast doubt on the future of women's athletics at the Olympics.

The Canadian women arrived for the last day of competition a determined group, but still without a gold. In the 400-m relay—which Gibb later called "a thriller from the get-to the finish!"—they led through the first two exchanges, narrowly scoring disaster on the last pass when Cook took off early and only just hazarded Bell's pass. (Finally displaying her form, Cook outran Robinson, and the team broke the world record by 1.4 seconds.) Later, in the high jump competition, Catherwood cleared the bar at 1.59 m to win gold. By Games end, the Canadians,



Catherwood won one of the two golds the 100-m relay team got the other

with two golds, one silver and one bronze, compiled the best overall record of any women's team.

After the Games, with the season following the 100-m race up in the air, the IAAF considered the future of women in Olympic competition. While the athletic body came down in favour of women's track and field events as a permanent Games feature, there was one glaring exception. There would be no more 100-m races for women at the Olympics until 1960. But since that time, only grueling sports such as rowing, the marathon and marathon have been opened up to the so-called faster sex.

The Matchless Six returned to a hero's welcome. A crowd of 100,000 lined a parade route beginning at Toronto's Union

Station to greet them following their boat and rail trip home. But none of the six went to another Olympics, and all of them had retired from competition within five years. Gibb, Cook and Rosenfield went on to become prominent journalists promoting women's sports for many years. While Gibb in Montreal's later in 1928 "I firmly believe our success will decrease to least women's competitive athletics in Canada than anything in the history of Canadian women's athletics."

In 1955, the five gold medalists (the relay team and Catherwood) were inducted into the Canadian Sports Hall of Fame. Today, the Matchless Six continue to live up to their name: their Olympic medal performance has yet to be equaled by any Canadian women's track and field team.



FRESH FROM THE FARM

The Blue Jays are pinning their hopes on developing minor-leaguers

ON A WINDY April afternoon in the ball-park in Syracuse, N.Y., Ross Adams did what he was supposed to do. Solid in the field as a 10-7 win over the Ottawa Lynx, the SkyChiefs' shortstop put on base three times, hitting a single, walking once, and getting hit by a pitch. Now, that's not a glorious line score for a prospect whom the Toronto Blue Jays selected with their first pick of the 2002 draft. First rounders are usually chosen for their looks at nodding balls out of the stadium or blowing away batters with a sinking lineball. But Adams, 23, his brother, less glamorous talent the Jays liked—grandson of the snike zone. The University of North Carolina product easily swings in foul pitches and fires his opponent to disprove the ball where he wants it. "The mere pitches you see, the more comfortable you get," explains Adams, who's feeding the SkyChiefs in doubles and shreds the lead in walks so far this year.

"I think being patient can only help you." Patience is the key word, and it applies to more than picking the right pitch. However much we'd like to revisit the championship seasons of 1992 and 1993, it's going to be a few years before Blue Jays fans see their team back in the post-season. And it won't be the current roster doing the hitting and pitching, either. The 2004 team has struggled in the first half of the season thanks to a miserable spring, a blown lead, poor seasonal hit-tragedy injuries to their pitchers. There have already been rumblings about trading away

IN THESE puny-punching times, there are already rumblings about trading away some high-salaried talent

wringing along players on teams such as the Syracuse SkyChiefs as part of the roster plan

high-salaried players like Carlos Delgado—whose contract made this year—which will be a year surface again in the July 31 trade deal. Age approaches. Nope, the Jays' future depends on the development of prospects such as Adams and a bunch of others whose names are not yet well known. It's all part of the plan laid out by the team's general manager, J.P. Ricciardi: building a farm system on smart draft choices and not breaking the bank in the process.

Back in the early '90s, when Toronto collected a pair of championship rings, the club spent one of the highest near payrolls in the majors. Today, after losing millions with the falling dollar and dismal farm success, the Blue Jays operate on a budget. With a payroll hovering around US\$50 million a year, Toronto is like a four-cylinder Honda

compared to a couple of NASCAR heavyweights: the Boston Red Sox with a US\$127-million payroll, and the New York Yankees with US\$184 million. These two have occupied first and second place in the American League East for the past six years, and can afford to shop for each high-priced superstar as Curt Schilling and Gary Sheffield. Meanwhile, Toronto is left flailing holes on the field with runarounds (but cheap) talent. But small-market clubs can make the Oakland Athletics and Minnesota Twins have earned post-season spots even though they possess two of the lowest payrolls. And they did it by finding and developing talent in the minor league system.

The Blue Jays have taken that strategy further, focusing on drafting solid college players rather than high school phenoms to fill their minor league rosters. Since Ricciardi took over in 2001, no high school player has been picked by the Jays earlier than the seventh round of the June First-Year Player Draft. This year, the Jays chose 35 college players and wanted out of the 20th round before the first of five high schoolers. It makes financial sense. Colleges are not asked to have honed their skills, cost less to develop, and reach the majors faster.

A fine example is David Bush—the Jays' second pick in the 2002 draft. The right-hander from Pennsylvania pushed for Wake Forest University in North Carolina for four years, compiling a US\$1 record with 38 saves, and garnering all-American accolades. Like Adams, he has made a quick ascent through the minor league ranks since turning pro two years ago; he got his first start in the big leagues earlier this month against the Expos, giving up one run in 5½ innings in a 2-0 loss. Strong in the dugout while the steady stream of batting practice balls roared around the near-empty Syracuse stadium, Bush, 28, credited his college years with helping him cope with the pressures of pro ball. "By the time I got here, I was ready for road trips and being away from home, which are things some younger players struggle with," said Bush. "So all my focus, all my effort, could be put toward baseball."

Before Ricciardi took over as November 2001, Toronto was like most other teams focusing on occasional-but young—talents, with the intention of making big money out of them. Sometimes it worked, producing all-star like Roy Halladay, Vernon Wells and Carlos Delgado, and a probable



Hot prospect Adams forces his opponents to throw the pitch where he wants it

future all-star in Alex Rodriguez, who was called up to the big club in June. But while there's certainly merit in cultivating raw talent like the current crop of stars, it's still a gamble. Players drafted out of high school routinely spend five or six years in the minor leagues, with many never making a full farm tour. "About \$290 million was spent on first-round picks from the high school ranks from 1993 to 2001," says Ricciardi in his spare of time on the SkyDome's 40th level. "And about

"There's merit to developing high-school players in your system," says Wadke. "The focus is 100 per cent on the development of the player. The focus of college is to win games, and sometimes that comes at the expense of development."

That doesn't seem to be slowing Adams down. Through his minor league career, including the first few months of this season, the SkyChiefs' leadoff hitter has reached base nearly 36 per cent of the time. He was also selected to play in the annual prospect's all-star game on July 11 in Houston (two days before before the MLB all-star game), a contest that features top minor leaguers in a U.S. versus the world exhibition. That game is also a mid-season test for league general managers. Some of its alumni include the Jays' Vernon Wells, Oakland's Mark Mulder, and Alfonso Soriano of the Texas Rangers.

Although Adams recognizes the still has a lot to learn, his triple A manager is certain he'll develop into the player the Jays envision. "No matter the situation, no matter the competition, Ross always finds a way to come out on top," says Marty Pate, a former Montreal Expos and native of Syracuse, Ga., whose job so far seems to be a pretty fly's work when it comes to pushing his players. "His level of skill seems to rise to the level of competition he's playing against." For now, as Adams, Bush and the rest work their way into the majors, it looks like patience may pay off.

THE JAYS are focusing on solid college players rather than high-school phenoms. Other teams are taking notice.

\$130 million has been spent on the big leagues. There's been no return on that investment."

Still, while drafting college players makes sense, some critics suggest it isn't enough to make that strategy a long-term cornerstone. "It would be like investing all of your money in Novell," says Tom Wadke, a former professional scout who now runs the Canadian Baseball Hall of Fame in St. Mary's, Ont. For one thing, college hitters use aluminum bats, rather than wood in the pros do, which may skew the stats. Also, pitchers don't throw as much as they do in the minors, and may not enjoy the best coaching available.

For more baseball photos, visit www.cbc.ca/sports

A REAL GRIND

Vancouver's Sammy Piccolo recently won silver at the World Barista Championship. STEVE BURGESS reports on the making of a coffee champion.

LIKE SO MANY other Canadian competitors, Vancouver's Sammy Piccolo is in Europe for the summer seeking glory and medals. Unlike those others, Sammy's destination isn't Athens. He is in Trieste, Italy, to do battle at the World Barista Championship. It's all about the golden portafilter, and Sammy is about to make on the front espresso makers on the planet.

That the WBC should be held here in Trieste seems appropriate. This morning here city on the Adriatic loses much of its potential tourist volume to nearby Venice. Likewise, an international contest for the people who whip up your daily cup captures a solidarity to grab headlines—except that we know? Once upon a time the prospect of spelling bees and poker on TSN seemed remote. With any luck, baristas could become the next speediest scorers of sport.

Sammy is poised to crush the top ranks. Having won the first annual Canadian Barista Championship last year, and then the second just prior to departing for the Worlds, he is Canada's first ever competitor at the WBC. Nearly 40 nations are represented here, and the stars are not who you'd expect—last year's winner was Australian. As this year's event opens, many are predicting big Swedish hopes from Norway, whose champion Tina Wendelboe has been runner-up between 2001 and 2002. And Canada? We had a best-of-anything like you gave? Wendelboe would say later. He and the rest of the field are about to find out plenty.

In January 2004, brothers Vince and

Sammy Piccolo named Vancouver coffee to victory on its way when they opened the first Caffè Antigiano at Pender and Thurlow. Like some green rapists, a Starbucks had soon alighted right across the street—would the Seattle monolith crush the budding business of the Piccolos?

For chance, Vince, Sammy and crew were turning out coffee drinks that made the Starbucks offerings taste like dry old bus station brew. Today there are three Caffè Antigianos in Vancouver, with two more set to open in the area. There's even one in Seoul, Korea. There is their stall with "Tarte art"—leaf and heart designs drawn atop a cappuccino with careful pouring of flavored milk—and Sammy's two victories at the Canadian championships, the Piccolos can reasonably lay claim to the title of Vancouver's first family of coffee.

Now Sammy, 26, is in Trieste, preparing to play in a different league. Moments of practice have preceded the event. With only 15 minutes to prepare three different sorts of drinks for the judges, baristas have five minutes (less than a hot steam boiler). Sammy's team comes early on Day 1. Looking a little edgier than his usual shrill cut, he welcomes the judges and proceeds to make four espresso shots, each topped with a lovely leaf design. His strategy is a pleasure to watch, but generally baristas work against a clock to make spots like that. Arguing about the proper coffee machine is among the most judging elements,



Piccolo (with Wendelboe, left, in bottom photo) was happy with his showing.

the NBO should not feel threatened. Not that the WBC looks for fuss. Peer Northamer of the Czech Republic has a cheering section loud enough to rival a gang of English football yobs. The Japanese contingent is also large, numbering about 30. Adding spice to the whole proceedings is Jose Arnalza, the emcee. Sporting a green-tinted mustache and looking worthy of a Mexican soap star, he brings to the event enthusiasm and a sense for truly mystifying English. "I guess there is a way of saying things," José muses at one point, "and we don't know what it is. So thank you." Cheers—you're welcome. Sammy has reached the final stage of his presentation, the "signature drink" required



This was the first time Canada participated in the world competition. Are Piccolo and his fellow competitors now destined to become the next top-rated legends of sport?

of all competitors. Sammy's is called *maison* (Italian for "together"). Land it includes egg yolk, bitter-sweet chocolate and a dash of curry. It's a subtle one—judges will not taste. "It's very difficult to pull off a coffee drink with curry." Signature drinks are supposed to be innovative, but the judges will tolerate only so much. Arnalza had himself once offered up a concoction that included a piece of kangaroo meat. He didn't win—that year. The following season he remained with something like a drink and claimed the crown. This year he's a judge.

By the end of Day 2, the baristas have wrestled through their routines, literally (Once at a lower-level tournament, the story

goes, an American almost mindfully slipped his brow with a towel, which he then immediately used to wipe out a judge's cap before serving him a drink. It didn't go over well.) Only one barista will advance to the finals on Sunday. Announcements are in alphabetical order, by country. "If they start by mentioning Denmark," says Sammy's wife and teammate Andrea Piccolo, "we're out." They do mention Denmark. But only after saying, "From Canada—Salvatore Piccolo." Already, Sammy has matched the best ever finish for a North American, and the finals are yet to come.

At the party Sunday night, Canada and Norway are prominently featured in the

buzz. "There's a feeling in the air that Canada will win," a Brazilian says. But most common is another opinion—as a two-time holder, Norwegian Tina Wendelboe is due.

Finals day—Canada is first of the six. Sammy turns in a flawless performance, looking more confident than his time and finishing with 94 seconds to spare. The guerilla is down.

Norway's turn comes last. Wendelboe reprises his act from the day before, a rather odd ballad to "70s-era pop music and selections from the soundtrack of *Shogun*. "He has the same hobby I do," Wendelboe says by way of explanation. "Aside from coffee, I most enjoy women." The Norwegian Doan Juan finishes with a liquid version of *maison*, and a pragmatic choice for an Italian competition. Now it's up to the judges: like figure skating, the judging is split between the technical and the subjective. And like figure skating, it can be controversial.

Time to hear the decision, but first a few more words from José. "Coffee is the medicine to end all war." Well! Let's go.

They start with No. 6 and work up. First name mentioned—New Zealand. No. 5—the lovely barista from Labrador, only the event's Mr. Popularity No. 4 in Matt Ferguson of Iceland, who had sold me minutes before that the top three would include Denmark, Norway and Canada. He's right, but in which order? The bronze medal goes to Denmark. "It will raise the arms of the winner," says the judge. And hence the arms of Norway's Tina Wendelboe. Canada, in its first time out, has just scored the silver medal at the World Barista Championship.

Perhaps, we should have done even better. As it turns out, Sammy won the technical category, but Wendelboe scored higher on the sensory side, which includes performance, taking the top spot by six points. I give a couple of judges about the difference between Sammy and Wendelboe—the answers are vague and, frankly, unconvincing. It is hard to escape the conclusion that three times a runner-up was just too bad and a vice, whereas Canada could be expected to be pleased with either. And so a way was found to make the Norwegian understand a little.

Not that Sammy was complaining—he was thrilled with the result. Perhaps it means that next year in a rematch to be his. The 2005 event is in his backyard—Seattle. Moreover, being on the Olympics. Canada's already in the medals. BT

A TOUCH OF CLASS

Kyle MacLachlan channels Cary Grant via Canada in a dazzling comic romance

FOR SOMEONE who looks so straight, he's landed the weirdest roles. In David Lynch's *Blue Velvet* he was the small-town sleuth who received oral sex at breakfast from Isabella Rossellini. In Lynch's *Seven Years in Tibet* he was the FBI agent who won'tipped "damn good coffee" between two phony aristocratic radicals from the *Top Gun*. More recently, as Charlotte's hunky surgeon in *Sex and the City*, he was the catch with a crush—an ideal husband afflicted by eyepain. Kyle MacLachlan is the first to admit he's had a rough time shaking

off his typicall image. "In the early days," he told me, "I was continually frustrated. It was important for me to try to be in Hollywood. And they thought I was odd or quirky or eccentric or just flat-out weird, because of my association with David."

His hair smoothly coiffed, his oaf frame dressed in blue jeans and an Oxford cloth shirt, MacLachlan has his deers, square jawed features that, up close, seem strangely soft and fragile. He speaks with a quiet reserve, a politeness that's almost, well, Canadian. And it has taken a Canadian filmmaker to finally cast this debonair actor with the retro charm as a Hollywood leading man, albeit a dead one. In *Touch of Pink*, MacLachlan plays the legendary Cary Grant—or at least the spirit of Cary Grant, as the imaginary friend of a cineast gay family's Canadian.

It's a buoyant, graceful performance, encoiled with a panache far removed from the despondent underworld of David Lynch. And it's the icing on a multi-layered cake that marks a kind of milestone—a Canadian an earnest comedy that actually works. Considering Cine de la made sagas of comedians, you'll think we'd have figured out how to make funny movies about romance. Yet after 25 years—from *It Happened One Night* (1934) to *The Apartment* (1960)—the chemistry has been as elusive as the secret of cold fusion. With his feature debut, however, writer-director Ian Iqbal Ruskai succeeds admirably. Made for just \$4 million, *Touch of Pink* created a sensation last January at the Sundance Film Festival, which led to a U.S. distributor and a lush

of Hollywood interest in Ruskai's career.

His semi-embarrassingly script mashes two ubiquitous genres, the coming-out story and the culture-clash comedy—along the lines of *Moulin Rouge* meets *Moulin Wedding*. Alan (Jani Marry), an Israeli Canadian living in London, works as a photographer on movie sets, and shares a flat with his gay lover, Giles (Kieran Holden-Rail), an English eccentric. Over Giles' protests, Alan assumes a bubbly role in the closet, where



Matthew, on the set with Ruskai, steals the movie in the role of a wily, seductive mother

he communicates with a secret mirror, the imaginary Cary Grant. As Alan's family prepares a lavish wedding for him, Alan heads home in Toronto, his mother (Sandra Mathew) flies in for a visit. And Alan approves a friend's chance, causing Giles to hit his straight roommate, and proceeding to be engaged to Giles' sister (Alisa Ruskai-Mandel).

The film feels sticky off the top, but once Ruskai gets the plot into gear, he guides it with great finesse. The dialogue crackles with reprieve. The narrative sparks on multiple

levels. Bile the title—aside from the gay inference, *Touch of Pink* alludes to the Cary Grant *Doris Day* movie *That Touch of Mink*, and to the peachy-and-cran diet of an English complexion. Measurably MacLachlan's Cary, snaked on the reputation of courtesans from his films, serves as a sardonic commentator, "It's the oldest story in the book," he muses. "Boy meets boy, boy loses boy and goes to Toronto." Then he adds, "I don't consider Toronto a holiday destination."

The Cary Grant character provides an ironic layer of comic fantasy—he's the Hollywood fiction that Alan has to disavow if he's going to come out, and come of age. But the other actorwork in a firmly realistic vein—some contortions of culture-blind casting—Holden-Rail and Ruskai-Mandel, both

Canadians, do an impressive job of portraying wily Brits. And as a *Moulin* *Doris Day* masquerade, Vancouver's Salsha Mathew (*The Black Knight*) steals the movie with a wily, seductive performance that overdoes the gay stereotype of the over-the-top mother. The cast's weakest link is Mathew, who sails his way through the *bedside act* brought to his funeral. But then, this British actor fits right into a tradition of self-loathing xenophobes in English Canadian cinema going all the way back to *The*

Apprenticeship of Duddy Kravitz (1974).

Touch of Pink, however, is a Canadian movie we haven't seen before. Whether from *Bollywood/Hollywood*, more sophisticated than *Moulin Rouge*, it's a sweet crowd-pleaser with a sharp intelligence. "I wanted to make a glossy, old-fashioned screwball comedy," says Ruskai. What's distinctly not old-fashioned about the film are a couple of sordid gay-looking scenes, which had Holden-Rail's father bawling his face while he sat in the Toronto precincts, and which may injure mainstream audiences. But the film's reverence toward and style make a departure from the usual



gayish obsessions of Canadian cinema.

"I admire Canadian films, I love old Hollywood movies," says Ruskai. "Dustin Sturges is my favorite writer of any genre. And going to England allowed me to associate that, as opposed to trying to become the next Alan Ayckton. What was great about the U.K. is that no one could figure me out. There I was, this brown-skinned person with a North American accent. They couldn't read me in terms of class. It was highly liberating to not be able to be diagnosed. It allowed me to figure out who I was."

Ruskai says the film shows he was coming-out experience, as "a culture where there

wasn't even a word for homosexuality that isn't oppressive." It also reflects his "coming out" as a Canadian. This movie is a Canada British co-production, but at one point, to raise U.S. money, there was talk of shifting Alan's home to New York. "It never happened," says Ruskai. "That family could only be a Toronto family. The comfort of assimilation while keeping your cultural identity—it doesn't exist in the States in the same way."

Meanwhile, through the cinematic Canadian conduit, MacLachlan found a piece of

his identity in a Hollywood ghost. "My look," he says, "really isn't of this time. I don't know what time it's from, but it's not from now." As a leading man out of time with his age, he could identify with the bygone dignity of Cary Grant. "There was a point where he fell out of favor," he says, "because there was a whole new style coming in with Marlon Brando and Montgomery Clift—self-involved, violent, emotional, out of control. And that was the opposite of what he was about." For Cary Grant, and Kyle MacLachlan, acting demands a certain decorum, a touch of diplomacy. And what could be more Canadian than that? **B**



THE SECRET OF STUPIDITY

In the American Idiot pageant, nothing's quite so cool as playing dumb

THERE'S A NEW BREED of American idol stalking the big screen. And he's as dumb as a bag of hammers. Meet the American Idiot. This is no ordinary idiot. He's evolutionary leaps and bounds ahead of the two dweebs in *Dumb and Dumber*, or Steve Martin's grinning elf in *The Jerk*, or any of the idiot savants played by Adolf Sandler. He's a skilled idiot, a swaggering professional possessed of unshakable, and unearned, confidence, a winning egoism, with a gravely congested sense of his own eternal magnificence. No, I'm not talking about George W. Bush in *Fahrenheit 9/11*. At least not for the moment. I'm talking about

the mink models played by Ron Soller and Owen Wilson in *Zoolander*. Or the radio fitness mogul (Soller again) in *Dodgeball*. *A Star Is Born* story. Or, most recently, the TV newscaster played by Will Ferrell in *American Idol*. The *Legend of Ron Burgundy*.

Even if you haven't seen *American Idol*, you may have seen the trailer. It includes a scene where Burgundy signs off newscast broadcast with a peevish introduction—"I'm Ron Burgundy!"—because someone put a question mark on his teleprompter script. As the preview screening unfolded, the leading ladies were wearing bouffant group of TV journalists, who could appreciate the guys about base head broadcasters with perfect hair all too well. Among them was Lisa Montgomery, host of *Canadian Idol*, his own prime-time outfit hidden under a bouffant's beehive clip. As we left the theatre, he told me that over time the *American Idol* trailer appeared, producers at CTV have been trying question marks onto his teleprompter, hoping to trip him up. He seemed unfazed by it. After all, the once who serves as the grinning fall guy on *Canadian Idol* is smart enough to know that, these days, there's nothing quite so cool as acting dumb.

Call it *Stupid Pride*. To a world of correct behavior, deliberate stupidity is the last refuge of the male ego. It's about bright guys redefining their intelligence only to be proven to be fools. In Ferrell's words, it's the art of "playing a guy who's dumb and doesn't know it." And it goes back to the early days of his *American Idol* career. *Saturday Night Live*, to those "two wild and crazy guys" on the male played by Martin and Dan Aykroyd. SNL alumni also helped form Soller's Top, those British rock gods with "animal-like in our trousers" and



Ferrell is an experienced CTV anchor, while Soller brings his full intelligence to bear on *Dodgeball*

a tendency to trip over the "fine line between stupid and clever." (*Stupid Pride* covers a lot to go, which makes you smart and stupid all at once.) Then SNL's Mike Myers created more endearing prototypes, redemptive old-school lachry by playing the wiser, wiser goof who doesn't know any better, from swinging headliner Wayne Campbell to caddy-baby Soller from *Power*.

Finally, let's not forget Homer Simpson, America's most adorable idiot, and champion of every guy's desire to crawl back into the cave of a lifeless unconscious.

At the moment, self-awareness of the unaware male has become a genre unto itself. And Soller has carved out quite a specialty in playing current pseudos with delusions of intelligence. ("I'm pretty sure there's a lot more to life than being really, really good looking," intones Derek Zoolander. "And I plan on finding out what that is.") The formula for those Stupid White Men comedies over a lot to the sports movie—hereby in the case of *Dodgeball*—is a man-a-man showdown between stinky and hairy, usually with a smart, sleek blond developing a soft spot for the idiot hero.

In the case of *American Idol*, that's Chrissy Appleton, cast as a TV journalist trying to become the first female anchor on the boys' club of a "70s TV newscaster." The San Diego Channel 4 news team, led by Scotch-wiffing newscaster Ron Burgundy, offers a full spectrum of stupidity, from the entirely morose to the virtually brain-dead—and you can trace the lineage all the way back to Earl Cernich, the blond-eyed anchor played by Eugene Levy on SCTV. *American Idol* isn't as rich as *Zoolander* or *Dodgeball*. It's an awkward sketch comedy with hints of absurdity that make *Dodgeball* look like new *South Park*. A parody of its own genre, *American Idol* again into campy parodies as rival news team engages in *Wolfs Tale* story rambles, featuring Marty Pyncheon's impersonations and a cameo from Soller.

But no one does dumb as brilliantly as Ferrell. Whether fondly pumping his in the office to impress his new female colleague, or condescending to his partner while at even-temper to a new job in his pants, or jumping someone to perform a gross face role during his dormitory, the man is a screen stily funny. Like Homer Simpson, he's also intensely likable, an affable idiot who elicits sympathy. Which is more than you can say for that guy in *Fahrenheit 9/11*. □

Mastermindtoys.com
Shops in Canada and the U.S.
FREE gift-wrapping and gift tags

The 100% Canadian on-line toy store with Lego, Thomas and Friends, Barbie, Cocomo dolls, K'nex, science kits, a Fibronaut built book selection, puppets, arts & crafts, transformers, jigsaw puzzles, board games, music, software and more.



Lake Shore Properties Elliot Lake
www.elliottlakeproperties.com
1-800-475-7287

Lake Shore Properties
Waterfront lots starting at \$125,000 can be a part of Ontario's New Cottage Country. For more information or to book your lake tour, call 1-800-475-7287 or visit www.elliottlakewaterfront.com

Elliot Lake Retirement Living
Canada's over 40,000 retirement community
www.elliottlakehomes.com
1-800-471-6632

Apartment For \$546/month
Townhouses from \$447/month
Houses from \$499/month
For more information or to book your Discovery Tour call 1-800-475-7287. To learn more, visit www.elliottlake.com

Adventure Canada presents:
Sailing with Suzuki
www.adventurecanada.com
1-800-363-7585

San Alaska to Vancouver with David Suzuki, voyage to the Arctic with Margaret Alwood. Learning adventure programs abroad our expedition ship include a source base of ecologists, artists, historians and musicians. With small groups and unique destinations, we are the Canadian adventure travel specialists.

Performance Challenges
www.performancechallenges.com
advice@performancechallenges.com
416-581-5888

Need to know the impact of hiring, policies, programs or services? We get answers for you: quickly, efficiently, expertly and we do it locally, nationally or globally. We put the value in evaluation.

Paul DeGuardi, Queen's Counsel Tax Lawyer (Barrister & Solicitor) Formerly Tax Counsel Canada Revenue Agency (CRA)
1-800-758-0638 or 416-457-0438
www.effectivetaxcounsel.com

TAX AMNESTY
Undeclared Income/
Failure to file?
Improve Tax/Financial
Planning!

Avoid criminal prosecution and civil penalties. Before you are caught, we can negotiate a no name (anonymous) settlement. Lower-charge confidentiality found. Until so, your accountant cannot offer the legal protection and can be forced by the CRA to testify against you. A substantially discounted tax settlement is possible.

Can't See Us in Person?
To consult with us on an undervalued income, failure to file matters go to virtualtaxlawyer.com our secure, encrypted, password-protected site.

Bring Your Money Home
Offshore secrecy is dead!

The names of trust beneficiaries, debt/deliver money cards, IBC owners and stock transfers are being given to the tax police. Before you are contacted we can negotiate a confidential tax settlement for you. Don't leave the problem to your family if sickness or death intervenes. **Ottawa, Toronto, Montreal, Calgary, Vancouver and offshore. UNLAWFUL ACCOUNTANTS CAN NOT PROTECT YOUR PRIVACY!**

Digital-Flyer
www.digital-flyer.com
1-888-382-2554

Permission-based e-mail marketing system that allows you to create and opt-in large scale, targeted e-mail campaigns or distribute newsletters and promotional flyers. Comprehensive list and campaign management, complete tracking and reporting tools. Best campaign editor in category. CANSPAM compliant. Get your free trial at www.digital-flyer.com/mactools

Global Online Systems
www.healthsys.com
1-800-568-5176

Are you ready for a change? Do you need more income? WORK AT HOME online with this proven Internet system. Based on Federal Government regulations and Better Business Practices. Earn \$500.00-\$9,000.00 + per month, part to full time. One to one training and support.

Solaris Systems Inc.
Universal Photo System Equipment
www.SolarisSystem.com
Toll Free 1-800-833-3357

PSORIASIS-ECZEMA-VITILIGO
Ultraviolet light is an approved treatment. Home units are available. Made in Canada since 1992. Physician's prescription required.

Travel Canada
www.travelcanada.ca/youcan

There are a myriad of experiences waiting for you to explore in Canada from our majestic mountains, to the energy of our urban centres. It's all right here in your own backyard. Visit www.travelcanada.ca/youcan for inspiring vacation ideas.



THE NEW GREEK GODS

It was great fun being in Athens when Greece became the soccer champ

MY GREEK WIFE, Stavroula Logothetis, sometimes tells the story about how she, as a kid, would go with her parents to one of the open air cinemas in Athens to watch black-and-white movies, mostly comedies. She'd delightfully gobble popcorn seeds and wash them down with her favourite orange soda. I always considered it a lovely story, but never gave it much thought beyond that. This year, we were fortunate that our work brought us both to her Mediterranean place of birth, and one of the things we wanted to do in our free time was relive a bit of her past by catching a movie under the stars. Instead of a film,

though, we watched history being made.

Our timing was fortunate: we were in Athens when Euro 2004, the 16-nation European soccer championship, was underway in Portugal. Previously, Greece had qualified for only two major international tournaments (Euro 1980 and the 1994 World Cup), but had then failed to register so much as a single victory. So Greek fans were just thankful their team made it to the tour nation. But then something totally unexpected happened—Greece won the opener in Lisbon, beating the host team 2-1. And the fairy tale continued as the Greek team—a group of relatively unknown players who'd entered the tournament at 80-1 odds—made it past the group stage and into the quarter-finals. This was particularly astounding in light of the fact that traditional powerhouses like Italy and Spain failed to make it that far.

Greece's joy in watching its 35-year-old hero succeed was like nothing I've ever seen. One evening, sitting out on an Athenian balcony, cool breezes soothed our sun-drenched skin as we gazed out across the sparkling city. In front of us, in a four-storey apartment building, we could see the colourful glow of the many TV sets tuned to the game being played at the time. It seemed like everyone was watching. For me, the only thing that comes close to matching the cohesiveness might be taking in the Stanley Cup Finals, or a gold medal hockey game at the Winter Olympics. But Canadians win at hockey all the time. Success at this

high level of soccer was unprecedented for Greece, and the country relished it.

Guided by German coach Otto Rehhagel, Greece dispatched defending champions France and the fleet-footed Czechs, who'd been favoured to go all the way, to earn a spot in the July 4 final against Portugal. And along the way, the country began to believe in itself. Not unlike Canadians, Greeks form a small nation, and they need accomplishments on the world stage to make them feel good about themselves. Soccer—or foot-

ball across the intense white beam of the projector bulb.

When forward Angelos Charistinas scored on the 57th minute, fans exploded from their chairs. They knew. Even though more than 30 minutes remained, it was the only goal they would need for victory. After all, Greece's dogged defence had already proven adept at neutralizing often flashier opponents. Patrons at the cinema set off fireworks, chanting "Ellas, Ellas, Ellas" (which is what they call Greece) and hugging. The scene became even more intense as Greece's people sang a song about the victory on their own, which, roughly translated, went something like, "Baste it up, the damn thing, I'm tired of waiting for it." There were more fireworks, and this time, out on the streets, occasional pistol shots flew into the air. The party was on, across the country. Car horns honked madly well into the morning. We were part of history.

Anyways Margies watched the final on Mylonas, a popular room called. A few days later, the 22-year-old student of insurance business and law told me how so much had changed with that game. Margies is a devout fan of the Olympian Panathinaikos football club. He can't stand fans of the Panathinaikos club, much less teams from other nations. "I could never imagine a Greek

celebrating with me, and I could never imagine hugging a Panathinaikos fan," says Margies. But they did. "This thing united us."

Greece has been relentlessly questioned in the media about its ability to pull off the Summer Olympic Games. The Euro 2004 victory gave Greek reason to think they can do anything. "When you see that, there's hope," said Yannis Laparinas, a TV and film director. "If everyone pulls together, we can do it." It was wonderful to be part of all this under the Argosian stars. **20**

Danylo Hawkleshka is a Montreal-based writer. To comment, email overlapp@montrealgazette.ca.



BACKTALK

John Intini's Sentences 49 | Best-sellers List 49 | Money's Worth 51



Eric Balfour gets extremely cold and then really hot in Canada

In Toronto shooting a steamy film, the actor remembers one bright winter

After spending almost six months shooting the TV series *Winter: The Quasi* (2003) in Toronto, Eric Balfour planned to never return to the city. "Toronto is the winter is the fifth of hell," says the L.A. actor. "There was a three-week period where I didn't leave the apartment. I got cold fever, smashed the TV."

But a month ago, the 27-year-old, best known for his guest-starring roles on *Sex and the City*, *24* and *The O.C.*, came back to star in the erotic Canadian film *Car Wash*, directed by Clement Virgo. This time around the weather

was beautiful. Good thing, since the actor spent most of his time reeling with his co-star, Lauren Lee Smith.

After screen-test apprehensions about touching each other, the actors began rehearsing in bed with one used to off-limits approach. "My fiancée spent a lot of time at a place called Exotic (in L.A.)," says Balfour, the son of a psychological mother and a doctor father. "It's a sort of retreat—some people call it a nudist colony. There's a lot of naked people, which Balthasar was helpful for this movie." **SHARON GIBLIN**

BUZZ LIST

BY DANYLO HAWKLESHKA

TV *Tin's* music video reality show has started again, but it's not too late to see these pairs of lovelorn American men as they stampede through foreign cultures.

ERIC BALFOUR The independent TV genre now drops longer in Toronto.

BOOKS *WINTER* by John Intini. We're not judging.

TV *24* A recent study found that only 47 per cent of Americans read a book of literature in 2002. Proof Oprah can't do everything.

MOVIES *Winter* by John Intini.

TV *Backstreet* *4* I am trying to bring the Super hero to the next level. Balthasar is finally come to reality.

MOVIES *Winter* by John Intini.

TV *Winter* by John Intini.

TV *Winter* by John Intini.

TV *Winter* by John Intini.

TV | Sexy, single and on the small screen

Hitlered up the tube this summer as two juicy new streams about the clappings and goings of twenty-somethings. The likes of *Sex and the City* and *Friends*, meanwhile, are crowded in the margins, as if they're too in outdated and conventional that your average reality TV show.

ENTOURAGE (Olevis Network, 1 p.m. EDT, July 15)

Actor Mark Wahlberg is the executive producer of this new TV series that runs in the proud time slot after *So Real* (Universal). It's a pretty slick, offbeat film. *Entourage* (Universal) follows the story of a hot Hollywood actor, played by Adrien Brody (who's also in *Crash*), who is joined in L.A. by his new pals from New York City. Think of it as a West Coast *Sex* and the City for guys.

GOGO GIRLS DON'T... (Global, Wednesdays at 8:30 p.m. EDT)

From the producers of *That '70s Show* comes a cross-comedy about a group of single men and women living together in the same apartment complex in Los Angeles. They spend most of their time talking about relationships and looking for love—or at least, sex. Sex, but without any truly likable characters. It's like another channel's *Friends*/My So-Called Life wannabe.

MY KAWAII NEW LIFE (TV, Sundays at 10:30 p.m. EDT)

This Canadian reality series follows regular '80s with no prior TV experience as they spend a few days in another year's show. In one episode, a young hockey player from Montreal swaps places with a hotel dancer. In another, a Muslim boy from Springfield, N.C., travels to Tokyo, where he spends his time as a native person, while back in the city his counterpart tries to live as a hotel dancer. The series is well packaged, but it seems the idea's performance are so real it hurts. —JULIA PERLA

People | Have seen you before?

Rachel McAdams is suddenly everywhere, thanks to her buzzed-about debut *The Hot Chick*. But the chameleon-like 27-year-old from St. Thomas, Ont., has actually been turning in solid, wide-ranging supporting performances for the past two years. Below are a handful of McAdams' greatest hits thus far.



THE HOT CHICK (2002)—JESSICA SPENCER/OLIVE HARTONE
Makes for Hollywood as a teenage cheerleader who, with a mean streak, is transformed into the body of an older man by an ancient curse. Even playing a devil, she's the only good thing about the stoner starring the captain of cruddy, Rob Schneider.



LEMONY SNICKET'S A SERIES OF UNFORTUNATE EVENTS (2004)—BETH MANNING
Plays a small-town Ontario actress—a character not unlike herself—who wins the role of Greta in a StudioCity production of *Henry*. Working for Danish prince (Luke Kirby) on stage and off, McAdams is the perfect ingénue.



MEAN GIRLS (2009)—REBECCA GEORGE
With oiled-on makeup, brown-lipstick lips, breasts bulging out of tiny tube tops and long legs in nearly full view, she's the ultimate villainess. McAdams really embodies a real-life Barbie. But as the mistress of all the mean girls, she sheds more than a few scenes from star Lindsay Lohan.



RYAN REYNOLDS (2008)—BRIAN
The *TH1313* period pictures and Southern belle hair suits McAdams, but it's her glowing chemistry with fellow Canadian Ryan Reynolds and their not-geriatric comic timing that makes this sup fast more than their best hit.

JAPAN'S TAKESHI KAWAYASHI was his fourth straight hot dog eating title by consuming 53.5 winners in 13 minutes.

By the numbers | The Stampede

More than a million people will attend the Calgary Stampede this week, enjoying about \$160 million in the city. And according to these numbers, they'll be eating their way through the Greatest Outdoor Show On Earth.

461,058 hot dogs

56,272 corn dogs

1.8 million mini-doughnuts

76,652 hamburgers

3,475 litres of ketchup

12,864 cobs of corn

26,000 steaks (13 each)

45,549 kg of potatoes

21,099 tubs of popcorn

49,342 cobs of cotton candy

25,363 slices of pizza

154,912 bottles of water

93,636 kg of ice cubes

50,271 candy apples



Melissa Auf der Maur finishes John Intini's sentences

After years of playing second fiddle for his boss, the President of the United States, Melissa Auf der Maur has confidently stepped out of the shadows and up to the mike. Auf der Maur, the former member of grunge rockers Hole and Smashing Pumpkins, released her self-titled debut CD last month. The 32-year-old Montreal native recently finished McAdams' Assistant Editor John Intini's sentences.

I WISH I KNEW HOW TO swim. I've never been able to, even though growing up in my family's pool every summer in Cape Cod. I'd make sandwiches and get sunbaked, but avoid the ocean.

MY LAST NIGHTMARE WAS ABOUT a demonic bird hawking a group of us while we were trying to watch a concert.

I'D LIKE TO PERFORM A MAKE OVER ON the President of the United States. He's on an outer way. But as an actor, I'd like to educate him on the larger picture and about respecting others. I MODDED IN GARY KLEIN ADS because I was broke. THE LAST TIME I POKED MY TRUMPET PET was during rehearsals for my European tour. My bandmates had a giggle about my old trumpet days. Then someone pulled out my recorder and someone else grabbed a tin flute and we had a janky jam in my apartment. I DEAL WITH TOUGH CROWDS by being extremely polite and a bit scary.

FOR MORE "JOHN INTINI'S SENTENCES" VISIT: WWW.MELISSAUFDERMAUR.COM

Books | A tribute to the Queen of Crime

When it comes to long-form best sellers, there's the Bible, Shakespeare, and Game of Thrones. Besides after her death, her words still bring—and inspire books by other authors, including the charming and acerbic *Everyman's Guide to the Mystery of Agatha Christie* (Harvard) by Canadian writer Brian Freeman. Nothing is beyond her reach: a heart-breaking Greek through Christie's 260 plays total. He lists the 17 car models mentioned in brief sections of the 19 books—she's not just a writer, she's a car enthusiast. More intriguingly, he also charts his former's obsession with sex and her slowly declining realm. Early books feature lots of anti-vice, except English gentry, including this cryptic 1920s one: "I don't get on with Canadians—never did. Especially those who have lived in Africa."

Best Sellers

Fiction

	WEEKS ON CHART
1. THE GIRL ON THE TRAIN (Lisa Fiedler)	1
2. THE HOUSE OF SEVEN (Lisa Fiedler)	2
3. THE HOUSE OF SEVEN (Lisa Fiedler)	3
4. THE HOUSE OF SEVEN (Lisa Fiedler)	4
5. THE HOUSE OF SEVEN (Lisa Fiedler)	5
6. THE HOUSE OF SEVEN (Lisa Fiedler)	6
7. THE HOUSE OF SEVEN (Lisa Fiedler)	7
8. THE HOUSE OF SEVEN (Lisa Fiedler)	8
9. THE HOUSE OF SEVEN (Lisa Fiedler)	9
10. THE HOUSE OF SEVEN (Lisa Fiedler)	10
11. THE HOUSE OF SEVEN (Lisa Fiedler)	11
12. THE HOUSE OF SEVEN (Lisa Fiedler)	12
13. THE HOUSE OF SEVEN (Lisa Fiedler)	13
14. THE HOUSE OF SEVEN (Lisa Fiedler)	14
15. THE HOUSE OF SEVEN (Lisa Fiedler)	15
16. THE HOUSE OF SEVEN (Lisa Fiedler)	16
17. THE HOUSE OF SEVEN (Lisa Fiedler)	17
18. THE HOUSE OF SEVEN (Lisa Fiedler)	18
19. THE HOUSE OF SEVEN (Lisa Fiedler)	19
20. THE HOUSE OF SEVEN (Lisa Fiedler)	20

Non-Fiction

1. THE GIRL ON THE TRAIN (Lisa Fiedler)	1
2. THE GIRL ON THE TRAIN (Lisa Fiedler)	2
3. THE GIRL ON THE TRAIN (Lisa Fiedler)	3
4. THE GIRL ON THE TRAIN (Lisa Fiedler)	4
5. THE GIRL ON THE TRAIN (Lisa Fiedler)	5
6. THE GIRL ON THE TRAIN (Lisa Fiedler)	6
7. THE GIRL ON THE TRAIN (Lisa Fiedler)	7
8. THE GIRL ON THE TRAIN (Lisa Fiedler)	8
9. THE GIRL ON THE TRAIN (Lisa Fiedler)	9
10. THE GIRL ON THE TRAIN (Lisa Fiedler)	10
11. THE GIRL ON THE TRAIN (Lisa Fiedler)	11
12. THE GIRL ON THE TRAIN (Lisa Fiedler)	12
13. THE GIRL ON THE TRAIN (Lisa Fiedler)	13
14. THE GIRL ON THE TRAIN (Lisa Fiedler)	14
15. THE GIRL ON THE TRAIN (Lisa Fiedler)	15
16. THE GIRL ON THE TRAIN (Lisa Fiedler)	16
17. THE GIRL ON THE TRAIN (Lisa Fiedler)	17
18. THE GIRL ON THE TRAIN (Lisa Fiedler)	18
19. THE GIRL ON THE TRAIN (Lisa Fiedler)	19
20. THE GIRL ON THE TRAIN (Lisa Fiedler)	20

© 2023 HarperCollins Publishers Ltd.
All rights reserved.

DO IT ALL ONLINE

Maclean's online customer service is secure, fast and available 24/7. Plus, get StoryLine, Maclean's free weekly e-newsletter when you sign up online.

macleans.ca/service

Subscribe or renew

Pay your bill

Check account status

Change mailing address

Order gift subscriptions

Purchase back issues

Read Privacy Policy

Join Web Panel

And much more...
all totally secure

MACLEAN'S



BACKTALK

Computers | Who's hacking who?



Fed up with losing a war to hackers—not to mention a lot of precious information—companies are fighting back. Their main weapon? Hacker boot camps, where IT staffers are trained in the darkest of breaking into computer systems with the hope that the knowledge will help build defences. One widely used program is offered, at a cost of US\$4,200, by Ft. Lauderdale, Fla.-based Intense School. In five-day courses, students are taught the tricks—like port scanning and network sniffing—used by computer geeks to penetrate networks. But companies may want to save their money. Jesse Dougherty, senior security analyst at the Vancouver office of the British

software firm Sophos, says the majority of computer attacks are done by phone. He says employees are often duped by hackers posing as tech support workers, and freely provide their personal password information. Finding ways to stop outsiders, though, doesn't guarantee security. A staffer at Internet service provider AOL was arrested for allegedly stealing and selling 50 million customer e-mail addresses to spammers. According to Dougherty, "Any computer security policy must be designed with the knowledge that people are the weakest link in this chain." For those kinds of problems, employees need an entirely different boot camp. **DICK CHIZZ**

HEALTH CANADA says about a third of Canadian teens have smoked marijuana more than once, and 10 per cent have tried magic mushrooms.

Gadgets | Crank up the dream machine

Tired of nightmares about your cell-ot, tinkering co-workers or the latest in tireless under-the-bed? Then Telo-Phone "Tear" might have an answer for you. The company, which brought us the "How-Urgent" dog translator, is promoting "mobile-minds" with their Human Machine (Oran Hushings). Best shot: it's a small device, record a mind-link message into the white dial-like disc and place your eyes. The device tells you to sleep with total music and by emitting noise levels before playing back your phone calling will sleep to sleep.



your thoughts. A study found the unit to have a 20-per-cent success rate. As it is, it's a device you can carry in your pocket for a Canadian minute, but hey, we can always dream. **KARIN MARLEY**

Money's Worth | Exotic fruit Hair, spiky, stinky—and yummy

The humble fruit salad never ceases to evolve. A century ago, oranges were a rare treat; today they're one of Canada's best-selling fruits. Kiwis, cardinals and other exotic produce currently vying for our attention. Availability and demand have spurred efforts to grow ethnic communities, the rise of foodie culture and our more used-to-get-for-travel. "More and more, we get people coming in looking for that really delicious thing they tried in Thailand," says John MacIsaac, general manager of Hubscher's, a high-end Toronto grocer. Interestingly, it's still a factor, leading some stores to offer samples and recipes to get customers started. We tried four of the more popular exotic options, becoming increasingly common in specialty and ethnic markets. **KARIN MARLEY**

KUMQUAT (small, round, orange, \$3.16)	DRAGON FRUIT (small, pink, orange, \$3.16)	DERIAN (small, round, orange, \$3.16)	MANGOSTEEN (small, round, orange, \$3.16)
---	---	--	--



LOOK FOR

A bitter-taste fruit with bright orange and green colors and a small, round, soft texture.

TASTE

Sweet and intensely flavorful, with a hint of tartness.

ORIGIN

Southwest Asia, but now also grown in Latin America.

FUN FACTS

The name comes from the Malay word "rambut," meaning "hair."

A large, round fruit with a thick, green, bumpy skin and a white, fleshy interior.

TASTE

Less flavorful than the interior, but with a hint of tartness.

ORIGIN

Imported from Mexico, Belize, Guatemala and other tropical countries.

FUN FACTS

The whole fruit is often used in smoothies and juices.

Football-like shape and a distinctive bumpy skin.

TASTE

Less flavorful than the interior, but with a hint of tartness.

ORIGIN

Southwest Asia, mostly India and Thailand.

FUN FACTS

Discovered to be an aphrodisiac.

Purple to blue-brown fruit, shaped like a football.

TASTE

Delicately sweet and tangy, like a combination of apricot, kiwi and orange.

ORIGIN

Asia, Australia and Latin America.

FUN FACTS

The juice is used to make a common fruiting and to make a drink.



What's in Store

Attention shoppers: the German-made Tylan Trilley will let you adjust wheel resistance (think: revving a machine). Result: you can burn almost twice as many calories strolling the aisles.

For past Money's Worth product test drives, go to www.macleans.ca/consumer



SHUFFLING OFF TO MONTREAL

This year's jazz festival was like a huge cake with one more layer of icing

STANDING in the middle of a street, cradling a beer, surrounded by thousands, watching the Shuffle Demos, the thought occurred: this is where I came in.

The Montreal International Jazz Festival was 25 years old this year. It guffed itself up just a little bigger to mark the occasion—12 days instead of 11, maybe 40 concerts more than last year, four extra special free outdoor concerts instead of one. It was like spreading one more layer of icing on the biggest cake you ever saw. You might appreciate

the effort, but it was hard to notice any difference.

This was the sixteenth Montreal festival I've covered. One of my earliest Montreal memories is from a warm night in the late 1980s on St-Denis Street, watching live gaps from Toronto touring acts playing novelty tunes on saxos, bass and drums. The Shuffle Demos had a few surprises too—the *Shadow Box* returned to be a constant refrain on MuchMusic—and disbanded. But Dennis Rich Underhill, the tall Man of the saxophone, sounded up some of his fellow Demos this year for a 20th anniversary reunion tour.

Watching Demos Rich and Demos Seth and Demos Dave and the others playing favorites like *Shadow Box* and *Chase on Road* (I can't have chosen an hour I'd rather be dead, rather be dead), it was easy to imagine nothing ever changes.

Except it does, of course. It's been years since the crowds got too big for St-Denis Street. This time the Demos were playing on St-Catherine Street, the main commercial drag. Demos Seth looked kinder, but some of his fellow Demos are getting a bit long in the tooth for all this dancing.

Nothing's forever. Two Montrealers regulars—the great drummer Elton Jones, who had been scheduled to perform here, and the mighty singer Ray Charles—died in the spring. Even worse musicians who made it here ran into trouble: the trumpet player Wynston Marshall has hip and had no control.

But for the most part, a good time was had by all. I attended my first concert by Bela



Fleck, an American banjo player whose very good band has developed a cult following. Fleck wandered onto the big stage of Salle Wilfrid Dufferin playing, of all things, *Loch Lomond* and wearing a T-shirt with the inscription "Trust me." He needn't have worried. His sensible blend of bluegrass, folk and modern jazz sounded fine to me, but it won't hundreds of *Fladdobush* the crowd into raptures of ecstasy. "Love you, Victor!" one woman shouted at Fleck's boss, Victor Wooten. I'd have sorry for the band, but I had to face the crowd.

After long consideration, I've decided Montreal audiences are pushovers, no biggie in the grand scheme. Great musicians are always delighted by the reception they get here. Nobody has the heart to tell them copper mistakes or get the same response. Simple competence earns a standing ovation. Forwards of my land here in Montreal crowd to rupture. At the Spectrum, the French music-grease district and saxo-

phonist Louis Sclavis indulged in circular breathing, which permits a player to play for a long time without stopping for a party trick. Many good horn players learn circular breathing in high school. Sclavis's little trick—one of the less interesting moments in a daily hands-on concert with his countryman Michel Portal—drew predictable shows of admiration.

But not all the applause came cheaply. Kurt Rosenwinkel, a young American guitarist, showed up with a group of more prominent peers, including Brad Mehldau on piano and saxophonist Joshua Redman. The whole band was thrown off kilter, in a most agreeable way, by Ali Jackson, Wynton Marsalis's hard-swinging new drummer, who doesn't usually move in their inspired diaphanous circles. That it musicians weren't familiar with one another proved all to the good. They kicked hard, adjusted their strategies. It was quietly fascinating.

And then the next night I watched the Funk Brothers, a bunch of veteran session men from Demos's Motown studio, play R & B that before a cozy outdoor audience of about 150,000. Just when you think this festival was at its most party, it was a party. Some people think this is a problem, but the more time I spend here the more often I forget how it could be.

One night a wire-haired man in horn-rimmed glasses showed up at the Hyatt Hotel jazz session with a horn. It was Jerry Wilder, saxophonist from the Harry Connors Jr. orchestra, in town with his wife on vacation. He coughed off *Lower Largo* in, best nearly double as if he'd been locked in a workshop trying to learn the fiddle, and perked off choruses of bebop like *Norman* from a roll of bits. The local musicians dropped their jaws in amazement. You never know where you'll hear the best music. But you arrive in Montreal the musician knowing a will be around here somewhere. 

To comment: backpage@mcgill.ca
Send Paul Wells a Postcard: paul.wells@mcgill.ca



EVERY ITEM OF CLOTHING YOU BUY GETS YOU CLOSER TO A NEW VEHICLE.

You can save up to \$250 on select new vehicles with the GM Card. Earn 5% on every purchase.* And redeem

on any one of 200 eligible GM models. Call 1-888-361-5626* or visit our Web site at thegmcard.ca for details.



On time for the next shift in toy land.

Toys "R" Us® might just have the largest toy inventory challenge in the world. A challenge they meet every day together with help from their technology partner, HP. To do this, HP software and high-performance servers see to it that every toy in every store in the U.S. is constantly tracked and managed. So if one hundred Geoffrey Giraffes® leave the stores, one hundred new Geoffrey Giraffes arrive back on the job, tickety-split. www.hp.ca/plus_toysrus

toys "r" us



= everything is possible

